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EDITORIAL

IT'S PURVODAY: OPPORTUNITIES GALORE IN WEST BENGAL WAITING TO BE TAPPED

MANASH RANJAN DEBATA
manash@accentinfomedia.com

For decades, India's technology revolution has largely revolved around Bengaluru, Hyderabad, Pune and Gurugram. Yet, as the country enters a new era powered by Artificial Intelligence, semiconductors, deep-tech innovation and digital infrastructure, the time may finally be ripe for West Bengal's own "Purvoday" — a rise of the East driven by technology, talent and transformation.

West Bengal possesses many of the ingredients required to emerge as Eastern India's next major IT and innovation hub. The State has a rich intellectual tradition, a strong academic ecosystem, strategic geographic connectivity and a vast pool of skilled youth. Institutions such as Indian Institute of Technology Kharagpur, Indian Statistical Institute and Jadavpur University have produced generations of globally respected engineers, data scientists and researchers. However, much of this talent has historically migrated to other states in search of better opportunities.

That trend can be reversed.

The rapid rise of remote work, AI-led enterprises, cloud computing and digital services has reduced the dependence on traditional technology corridors. Today, companies are increasingly looking beyond saturated metro hubs for cost-effective expansion, engineering talent and infrastructure scalability. West Bengal can position itself as an attractive destination for this next wave of investments.

The State already has a foundation to build upon. Sector V remains one of Eastern India's largest IT hubs, housing global and domestic technology firms. Meanwhile, New Town has evolved into a modern urban technology cluster with smart infrastructure, fintech activity and startup potential. With focused policy support, these centres could evolve into innovation ecosystems comparable to the country's leading technology corridors.

The opportunities extend far beyond conventional IT services. West Bengal can emerge as a major player in cybersecurity, AI research, robotics, semiconductor design, gaming, fintech and data-center infrastructure. Its proximity to Southeast Asia and access to neighbouring markets such as Bangladesh, Nepal and Bhutan also create possibilities for cross-border digital commerce and technology exports.

To unlock this potential, however, the State must aggressively improve ease of doing business, industrial land availability, digital infrastructure and investor confidence. Faster approvals, startup incentives, stronger industry-academia collaboration and world-class urban infrastructure will be critical to attracting large-scale technology investments.

Most importantly, West Bengal must create an environment where its brightest young minds see a future within the State rather than outside it. SME

MY EXPERIENCE

HP OmniPad 12

HP OmniPad 12 is an AI-powered detachable computing device designed for users who seek portability, productivity, and intelligent performance in a compact form factor. Combining the flexibility of a tablet with the functionality of a laptop, the device is built for students, professionals, and hybrid workers. Powered by an advanced AI-enabled processor, it delivers smooth multitasking, responsive performance, and optimized battery efficiency for everyday computing needs.

SPECIAL FEATURE : AI-POWERED DETACHABLE DESIGN, LIGHTWEIGHT AND PORTABLE BUILD, TOUCHSCREEN DISPLAY WITH SHARP VISUALS, INTELLIGENT BATTERY OPTIMIZATION, FAST MULTITASKING PERFORMANCE, SEAMLESS TABLET-TO-LAPTOP TRANSITION, ENHANCED PRODUCTIVITY FEATURES, MODERN CONNECTIVITY SUPPORT

FINAL WORD:
The HP OmniPad 12 stands out as a versatile AI-powered device that successfully blends portability, flexibility, and smart computing capabilities. Its detachable design, efficient performance, and modern features make it an ideal choice for users seeking a compact yet productive computing solution for work, learning, and entertainment

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COLLABORATION WARS: INDIA'S DIGITAL WORKPLACE REVOLUTION ENTERS HIGH GEAR /32

AI-powered collaboration platforms are transforming the future of enterprise communication as hybrid work, cloud adoption and intelligent productivity tools trigger a fierce battle among technology giants for dominance in India's fast-expanding digital workplace market.

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SNIPPETS

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F5 APPOINTS DHANANJAY GANJOO TO LEAD INDIA AND SAARC GROWTH

F5 has appointed Dhananjay Ganjoo as Country Manager for India and the South Asian Association for Regional Cooperation (SAARC) region. In his new tenure, Dhananjay will be responsible for driving F5's regional growth strategy, strengthening customer and partner relationships, and advancing F5's leadership in application delivery, security and AI.

The announcement was made at AppWorld Mumbai, F5's flagship conference dedicated to modern application delivery and hybrid-cloud security.

Dhananjay returns to F5 following a two-year leadership tenure at The Akshaya Patra Foundation, where he drove resource mobilization and large-scale brand advocacy for PM POSHAN. His efforts in driving high- impact communications and partnerships contributed to expand reach, stronger stakeholder engagement, and measurable resource mobilization outcomes.

"India and SAARC are at a critical inflection point in their digital evolution," said, Dhananjay Ganjoo, Country Manager for India and SAARC. "It is a privilege to return to F5 at a time when our mission to deliver secure, AI-ready applications has never been more relevant. I look forward to working with our incredible team and ecosystem to drive the next wave of innovation for our customers."

"We are thrilled to welcome Dhananjay back to F5 at such a pivotal moment. The India and SAARC region remain a massive engine for our global strategy," Adam Judd, SVP of Sales, APCJ, F5. "With his cross-industry expertise and knowledge of the region's technology ecosystem and his relentless drive for innovation, I am confident that his leadership will empower our team to reach new heights and redefine what's possible for F5 in the region."

Dhananjay brings over three decades of experience in the technology industry. Prior to F5, he held leadership roles across leading IT companies.

Frieda He Joins Vertiv as Chief Procurement **Officer**

Vertiv , a leading player in the critical digital infrastructure space, has onboarded Frieda He has joined the company as Chief Procurement Officer (CPO). She will lead Vertiv's global procurement organization, with a focus on further strengthening supply chain resilience, enabling growth, optimizing cost and value, and driving supplier quality across the company's portfolio, including end-to-end power and thermal management solutions for data centers, communications networks, and commercial & industrial applications.

Frieda brings nearly two decades of global procurement and supply chain leadership experience across the automotive and electrification businesses. In her most recent role, from December 2023 to March 2026, Frieda served as Chief Procurement Officer and a member of the Group Management Team at Polestar. She oversaw more than $3 billion in annual global spend across direct and indirect materials, supplier quality, R&D industrial programs, cost management, and global real estate, while leading cross-functional global teams and driving cost savings, governance, and enterprise transformation during periods of industry disruption.

"Frieda He is a proven global leader with deep experience building and scaling resilient, sustainable supply chains," said Gio Albertazzi, chief executive officer, Vertiv. "Her expertise in complex, multinational procurement environments and her track record of driving operational discipline and value creation will be critical as Vertiv continues to scale to meet accelerating demand from AI-driven and high-density digital infrastructure."

Zoho Corporation Invests ₹70 Crores in ONDC to Power India's Sovereign **Digital Commerce Push**

Zoho Corporation, a global technology company headquartered in Chennai, has announced that it has invested 70 crores in Open Network for Digital Commerce (ONDC), to support the development of sovereign technology in India. This investment strengthens the company's commitment to making technology more accessible and inclusive for businesses of all types and sizes. "India's economy depends heavily on MSMEs, yet they face challenges on all fronts—from limited market access to structural constraints imposed by conventional digital platforms that rarely align with their unique needs. ONDC, which is an excellent initiative, gives power back to MSMEs, enabling them to expand their customer reach and achieve sustainable growth," said Sivaramakrishnan Iswaran, CEO of Zoho Payment Technologies and Global Head of Finance and Operations BU, Zoho.

"Zoho shares with ONDC its philosophy of building sovereign technology to champion accessibility, flexibility, and inclusion of business of every size. We further believe that the private sector must play its part in nation building. In alignment with this vision, Zoho is proud to contribute to this ambitious initiative, strengthening the country's Digital Public Infrastructure and paving the way for broader, more equitable participation in the digital economy," he added.

UST and iHUB-IIT Roorkee Partner to Advance Engineering R&D and **Deep-Tech Innovation in India**

UST, a leading AI and technology transformation solutions company, has signed a Memorandum of Understanding (MoU) with iHUB DivyaSampark, the technology innovation hub at IIT Roorkee and a joint initiative of the Department of Science and Technology (DST), Government of India, to accelerate the development in engineering R&D and deep-tech innovation.

By combining UST's expertise in embedded hardware, firmware engineering, cloud platforms, and AI/ML and data science with iHUB DivyaSampark's strong research, innovation, and startup ecosystem, the partnership aims to create scalable, high-impact solutions.

As part of the collaboration, both organizations will jointly work on next-generation technologies and solutions across critical domains, including cyber-physical systems, advanced digital engineering, and AI-driven applications. The partnership will also enable the development of customized solutions designed to meet operational and on-ground requirements for clients in India. Additionally, the collaboration will facilitate joint research and development, technology transfer, and commercialization of solutions to drive real-world impact.

TOP ATTACK EMAIL THEMES USED BY PISHING KIT IN 2025

Financial and legal document scams	**10%**
HR-related scams (benefits, payroll,etc)	**13%**
Voicemail scams	**15%**
Signature and document review scams	**18%**
Payment & invoice scams	**19%**
Other	**25%**

Courtesy: Barracuda 2026 email threats report

EXECUTIVE MOVEMENT

F5 APPOINTS DHANANJAY GANJOO AS COUNTRY MANAGER FOR INDIA AND THE SAARC

FRIEDA HE JOINS VERTIV AS CHIEF PROCUREMENT OFFICER

SUNIL MUNSHI APPOINTED CEO OF DENAVE

CARL ROBERTS JOINS TELESMART AS CHAIRMAN


HID

Tenable Research Uncovers Remote Code Execution Vulnerability in **Microsoft GitHub Repository**

Tenable Research has identified a critical vulnerability (CVSSv4 9.3) in a Microsoft GitHub repository that allowed for Remote Code Execution (RCE) and unauthorized access to repository secrets. This disclosure highlights that CI/CD infrastructure is a critical part of a modern attack surface.

The discovery involves a vulnerable GitHub workflow, [GitHub's automation scripts using one or more jobs using GitHub Actions] within the Windows-driver-samples repository. This repository, which has been forked 5,000 times and has 7,700 stars, represents a significant point of interaction for developers. Tenable researchers demonstrated how the repository's CI/CD infrastructure could be exploited to compromise the software supply chain

The vulnerability stems from a simple Python string injection flaw.

The exfiltrated GITHUB_TOKEN is a secret that allows for operations on a GitHub repository. Because the repository was created before 2023, and the token allows at least issue creation without explicit permission set in the workflow, researchers infer that the token likely retained default read and write permissions. This could allow unauthorized users to perform privileged operations on behalf of Microsoft.

TCS and Siemens Energy AG Forge Strategic AI Partnership to Drive **Intelligent Operations**

Tata Consultancy Services (TCS) has signed two Memorandums of Understanding (MoUs) with Siemens Energy AG and Siemens Energy India Limited, strengthening the strategic collaboration between these companies across IT services digital and industrial AI initiatives, data centers, and other emerging technologies. Through the partnership, TCS and Siemens Energy AG will drive innovation, operational resilience, and sustainable growth in energy technology.

TCS and Siemens Energy AG's partnership seeks to accelerate AI-led industrial transformation and build sustainable, resilient digital infrastructure. Combining TCS' AI, data and engineering capabilities with Siemens Energy AG's expertise in power generation, electrification and grid technologies, the collaboration will advance intelligent operations and next-generation energy solutions. As part of the partnership, Siemens Energy India Limited will support TCS's HyperVault business to address the growing energy demands of AI-ready data centres in India.

Christian Bruch, President and CEO, Siemens Energy AG, said, "Partnering with TCS helps Siemens Energy AG turn digital infrastructure innovation into scalable impact."

SUSE Strengthens Open-Source Offerings with AI **Partnerships**

SUSE, a leading provider of enterprise open-source solutions, announced a series of innovations and strategic partnerships at its annual SUSECON conference, reinforcing its mission to help organizations innovate without compromise by delivering the freedom of choice across their IT environments. Across these announcements, SUSE is delivering a clear vision: simplifying modern infrastructure while empowering organizations with the freedom to choose how they build, deploy and scale.

As enterprises face mounting pressure to adopt AI while maintaining resilience, controlling costs and meeting regulatory demands, SUSE is delivering a unified approach to infrastructure - spanning Linux, Kubernetes, AI and edge - designed to simplify complexity and give IT leaders the ability to run workloads anywhere.

This year's lineup of partnerships and product innovations at SUSECON reaffirms SUSE's commitment to open source and vision of helping customers break down barriers.

CrowdStrike Accelerates SMB Cybersecurity Transformation Across JAPAC with Expanded **Distributor-Led Services**

CrowdStrike has announced an expansion of its Managed Security Service Provider (MSSP) go-to-market strategy across Japan and Asia Pacific (JAPAC), increasing access to the CrowdStrike Falcon platform for small and medium-sized businesses (SMBs) and accelerating AI-driven cybersecurity transformation. Through expanded strategic partnerships with Dicker Data and Otsuka Corporation, this distributor-led aggregation model enables partners to onboard MSSPs at scale and deliver managed security services that bring AI-powered protection to SMBs.

Independent research from Canalys shows that for every $1 of Falcon platform sales, partners can generate up to $7 in services revenue – validating CrowdStrike's services-led ecosystem as a key driver of partner growth and profitability. Building on this momentum, CrowdStrike's distributor-led model enables select distributors to recruit and activate MSSPs across JAPAC, with flexible billing through distributor marketplaces. This approach allows MSSPs to quickly build and deliver tailored offerings, expanding access to enterprise-grade security.

Redacto Appoints Jaya Krishna as Chief Business Officer

Redacto, an AI-native privacy and data governance platform purpose-built for the Indian enterprise market, today announced the appointment of Jaya Krishna as its Chief Business Officer (CBO). In this role, Jaya will lead Redacto's business development and digital marketing functions end-to-end, driving enterprise adoption as Indian organisations prepare to meet the requirements of the Digital Personal Data Protection (DPDP) Act. His appointment comes at a pivotal moment for Redacto, as demand for privacy infrastructure accelerates across BFSI, healthcare, and digital platforms with enterprises re-evaluating how they collect, process, and govern personal data ahead of DPDP enforcement.

"We built Redacto because Indian enterprises deserve privacy infrastructure that is architected for their regulatory and operational reality not retrofitted from legacy tools," said Amit Kumar, Co-Founder and CEO, Redacto. "Our early customer traction has validated the platform. Now we are building a commercial engine with the same rigour someone who brings the builder mentality this stage demands, who knows how to take a category-defining product to market and make it accessible to every enterprise that needs it. I am excited to have Jaya join our leadership team as we shape the next chapter of Redacto's growth and impact."

RAH Infotech Appoints Mangesh Desai as Director – Strategic Accounts (Services)

RAH Infotech, a premier technology enabler for cybersecurity and digital infrastructure, has appointed Mangesh Desai as Director – Strategic Accounts (Services). The appointment reinforces the company's focus on deepening enterprise relationships and expanding its capacity to deliver outcome-linked solutions in an increasingly complex environment.

Enterprises are currently caught between legacy IT investments and the urgent need for modern resilience. This involves a complex mix of digital infrastructure, security, and governance frameworks. Desai's arrival is a direct response to this need for high-touch, expert guidance. Based in Mumbai, he brings over three decades of experience in ensuring technology evolution translates directly into business growth.

Desai joins RAH following a transformative tenure at Orange Business Services, where he led Customer Advocacy and Services Sales. His reputation is built on moving client relationships beyond the transactional. He has pioneered models that ensure technology investments deliver on their initial promise.

To The NEW Achieves AWS AI Services Competency

TO THE NEW, a digital transformation and data engineering services provider, has announced that it has achieved the Amazon Web Services (AWS) AI Services Competency. The designation recognizes partners with demonstrated experience in supporting enterprises as they build and deploy AI-powered applications using AWS AI services.

The company's work has focused on helping organizations move beyond early experimentation toward more structured, production-oriented implementations, particularly across customer experience, data platforms, and automation-led use cases.

This achievement builds on TO THE NEW's ongoing engagement as an AWS Advanced Tier Services Partner. It also reflects its continued involvement in supporting enterprise adoption of AI within cloud-native environments.

Narinder Kumar, CEO and Co-founder, TO THE NEW, said, "We are pleased to achieve the AWS AI Services Competency, which speaks to the depth of our work with enterprises in applying AI to real-world business challenges. Our focus has been on enabling organizations to move from concept to production and measurable results with greater confidence."

Vertiv Expands IT Management Portfolio with New KVM Switch

Vertiv, a leading provider of critical digital infrastructure solutions, has launched the Vertiv Avocent MergePoint Unity 2, a next-generation KVM switch platform for secure, centralized management of IT devices across enterprise data center environments, distributed edge locations and branch office environments. Designed to help operators simplify day-to-day operations, respond to issues with speed, and maintain system availability, the switch enables remote diagnosis, configuration, and recovery while protecting IT systems from unverified firmware and software.

"As organizations distribute workloads across multiple locations, the complexity of infrastructure management grows accordingly," said Ramesh Menon, vice president of IT systems solutions at Vertiv. "The Vertiv Avocent MergePoint Unity 2 provides a centralized control point with enterprise-grade security, helping IT teams maintain visibility and responsiveness regardless of where their infrastructure resides."

The new keyboard, video, and mouse (KVM) switch meets FIPS 140-3 cryptographic standards.

Sunil Rao joins Roblox India as Managing **Director**

Roblox, an immersive platform for games and creation, announces the appointment of Sunil Rao as Managing Director, Roblox India. Rao joins Roblox India this May to help strengthen the company's local presence in the country, foster partnerships, support the creator ecosystem and align local market needs with global product and business priorities. He will serve as Roblox's senior representative and market lead in the country, overseeing day-to-day execution of Roblox India strategy working with local teams and partners.

A core focus of the role will be to champion India's growing community of Roblox developers and creators, and to help local studios make use of Roblox's tools to scale and find commercial success. In 2025, the Roblox global creator community earned over $1.5 billion and for millions of developers around the world, Roblox provides free easy-to-use tools that make coding, design, and entrepreneurship accessible, with the platform's extensive safety systems designed to provide a safe and positive experience. India represents a significant opportunity for long-term growth.

Persistent Earns Top Honors for 3rd Consecutive Yr. in Extel's 2026 Asia Executive Team Survey

Persistent Systems has been recognized in the 2026 Extel Asia Executive Team survey, earning the prestigious distinction of "Most Honored Company" and continuing its strong performance in the survey for the third consecutive year.

The Company earned top rankings across multiple categories in both the pan-Asia and Asia excluding Mainland China results, further reinforcing its growing credibility among the global investment community.

The recognition in 2026 Extel Asia Executive Team survey reflects Persistent's continued focus on strong corporate governance, transparent stakeholder engagement, disciplined execution and sustained business performance. The rankings highlight the Company's strength across key survey parameters such as leadership credibility, communication, financial stewardship, capital allocation, accessibility of senior executives, responsiveness to investors and analysts and effectiveness, consistency and transparency of financial disclosures.

Kaspersky identified a new SilverFox campaign targeting Indian and **Indonesian companies**

Kaspersky Global Research & Analysis Team (GReAT) analyzed several new waves of cyberattacks conducted by the SilverFox group, observed since December 2025. The campaign targeted companies in India, Indonesia, South Africa and Russia across industrial, consulting, trade and transportation sectors.

The phishing emails were crafted to appear as official tax audit notifications or to prompt recipients to download an archive purportedly containing a "list of tax violations." By leveraging the perceived authority and urgency of communications from tax agencies, the threat actor aimed to persuade victims to download the file and trigger the attack chain. Between January and February alone, more than 1,600 malicious emails were recorded.

The threat actor expanded its toolkit by deploying a new Python-based backdoor, dubbed as ABCDoor, via the previously known ValleyRAT backdoor used in earlier attacks.

Cloudera Launches Workflow Data Fabric Zero Copy Connector for **ServiceNow**

Cloudera has announced the availability of a Workflow Data Fabric Zero Copy Connector for ServiceNow, a new integration that seamlessly connects hybrid data lakehouses with intelligent workflows to enable secure, real-time autonomous AI execution, without the need for costly data duplication.

As organizations race to operationalize AI, many are running into a fundamental barrier: their data. Despite strong investment and clear strategies, most enterprises still struggle to access, integrate, and govern data across fragmented environments. In fact, nearly 8 in 10 organizations say their AI initiatives are hindered by incomplete data access. This disconnect is driving demand for new architectures that eliminate data movement and bring AI directly to where data resides.

The connector allows enterprises to query data directly where it already lives, eliminating traditional data movement requirements while maintaining strict security and governance standards. By eliminating the "data movement tax," organizations can bypass data movement pipelines and reduce costs.

Canon–Wavesight Partnership to Expand Advanced Surveillance **Solutions**

Canon India, a leading provider of digital imaging and surveillance solutions, today announced an exclusive strategic partnership with Wavesight, a specialist in integrated video communication technologies and evidence management platforms. Through this alliance, Canon India will distribute Wavesight's "HawkEye" body-worn cameras across the country, offering Law Enforcement Bodies, Defense, Paramilitary Forces & Enterprise Customers a secure, connected, and field-ready platform for real-time video, mission-critical communication, and digital evidence management

This partnership reinforces Canon India's commitment to building a future-ready surveillance ecosystem that enhances safety, accountability, and operational intelligence across sectors.

Strengthening this vision, Canon India has been expanding its surveillance business with an end-to-end portfolio that includes intelligent network cameras, AI-driven video analytics, and cloud-ready video management platforms for campuses, transport hubs, industrial sites, and large enterprises. These solutions span the full surveillance lifecycle: from high-precision monitoring to investigation support.

Onix Deepens Strategic Collaboration with **Google Cloud**

Onix, a leading Data and AI services-as-software company, announced a major expanded strategic collaboration with Google Cloud. Leveraging its proprietary Wingspan agentic AI and Data modernization platform, Onix enables enterprises to realize business value up to 3× faster than traditional consulting approaches.

As industries pivot from experimentation to full-scale production, the market is demanding partners who can deliver speed, accountability, and measurable ROI. Onix addresses this shift through Wingspan, which features its industry-first Semantic Twin model designed to deliver enterprise context and business ontology for AI agents. Combined with Onix's structured AI Innovation Hub, the platform supports a high-velocity, outcome-based delivery model that helps enterprises.

DIGEST

TENABLE EXPANDS EXPOSURE MANAGEMENT WITH INSTANT OT DISCOVERY TO SECURE CYBER-PHYSICAL SYSTEMS

TENABLE HOLDINGS, INC. , AN EXPOSURE MANAGEMENT COMPANY, HAS ANNOUNCED A NEW OT ASSET DISCOVERY ENGINE THAT ENABLES SECURITY TEAMS TO QUICKLY BRING RISKS ASSOCIATED WITH CYBER-PHYSICAL SYSTEMS (OT, IOT AND SHADOW IT) INTO A UNIFIED VIEW OF CYBER EXPOSURE. WITH INSTANT DEPLOYMENT AND NO ADDITIONAL IT OVERHEAD REQUIRED, TENABLE'S NEW VM-NATIVE OT DISCOVERY CAPABILITY PROVIDES A FAST, LOW-FRICTION ENTRY POINT FOR ORGANIZATIONS TO GAIN COMPREHENSIVE IT/OT VISIBILITY AND ACCELERATE AI-DRIVEN EXPOSURE MANAGEMENT.

AI-POWERED LEAP IN CYBER THREAT INTELLIGENCE

SECURONIX, INC. ROLLED OUT ITS SECURONIX THREAT RESEARCH AGENT AND THREATWATCH FOR THREATQ, EXPANDING HOW SECURITY TEAMS RESEARCH THREATS, VALIDATE EXPOSURE, AND TURN INTELLIGENCE INTO DOCUMENTED ACTION. BUILT ON THE THREATQ PLATFORM AND CONNECTED TO SECURONIX SECURITY OPERATIONS WORKFLOWS, THE NEW CAPABILITIES HELP TEAMS GENERATE ROLE-SPECIFIC INTELLIGENCE, VALIDATE EMERGING THREATS AGAINST HISTORICAL TELEMETRY, AND DELIVER EXPLAINABLE FINDINGS FOR ANALYSTS, SOC LEADERS, AND EXECUTIVES. SECURITY TEAMS ARE UNDER GROWING PRESSURE TO EXPLAIN WHAT IS HAPPENING, WHY IT MATTERS, AND WHAT ACTIONS TO TAKE NEXT. YET MANUAL THREAT RESEARCH, RETROACTIVE HUNTING, AND DISCONNECTED WORKFLOWS CONTINUE TO SLOW RESPONSE AND WEAKEN CONFIDENCE. WITH THREAT RESEARCH AGENT AND THREATWATCH, SECURONIX HELPS ORGANIZATIONS ANSWER THE QUESTIONS THAT MATTER MOST DURING A MAJOR THREAT EVENT.

NTT DATA LAUNCHES MULTI-VENDOR AGENTIC SERVICES EXPERIENCE FOR ENTERPRISE INFRASTRUCTURE

NTT DATA, A LEADING PROVIDER OF AI, DIGITAL BUSINESS AND TECHNOLOGY SERVICES SOLUTIONS, TODAY ANNOUNCED THE LAUNCH OF NTT DATA SOFTWARE DEFINED INFRASTRUCTURE (SDI) SERVICES AGENT, A CONVERSATIONAL AGENTIC SERVICE EXPERIENCE FOR ENTERPRISE INFRASTRUCTURE. EMBEDDED WITHIN NTT DATA'S SDI SERVICES, THIS MULTI-AGENT SYSTEM WILL HELP REDEFINE HOW ENTERPRISES OPERATE, OPTIMIZE AND GOVERN AI INFRASTRUCTURE AT SCALE. THE SDI SERVICES AGENT ACTS AS AN ORCHESTRATOR SELECTIVELY TRIGGERING THE APPROPRIATE AGENTS IN THE BACKGROUND. THIS MULTI-AGENT SYSTEM CONTINUOUSLY SENSES, REASONS AND ACTS ACROSS NETWORKING, HYBRID DATA CENTER, CYBERSECURITY AND DIGITAL WORKPLACE ENVIRONMENTS - DELIVERING PREDICTIVE INTELLIGENCE, FASTER RESOLUTIONS AND MEASURABLE OUTCOMES.

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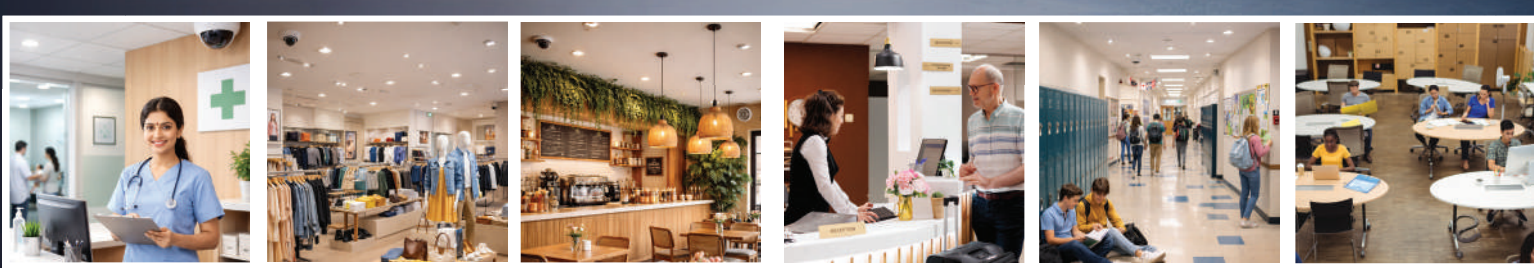

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Tech Data and Network Science Partner to Help Enterprises Close **AI Execution Gap**

Tech Data has entered into a strategic partnership with Network Science, a global AI company, to accelerate enterprise AI adoption across India, with plans to expand into the Asia Pacific and Japan (APJ) region.

Under the collaboration, Tech Data will serve as the preferred distribution partner for Network Science's NSOffice.AI platform, while Network Science will recognise Tech Data as its preferred go-to-market and channel partner in India. Together, both companies will deliver a structured, end-to-end approach to help enterprises move from AI ambition to execution.

The partnership aims to help organisations overcome persistent barriers to enterprise AI adoption—by combining Network Science's NSOffice.AI platform and AI Office advisory services with Tech Data's Destination AI and AI Game Plan initiative.

Through this collaboration, partners gain access to a fully integrated AI solution that connects enterprise data, embeds AI into contextual workflows, and provides governance and measurable ROI, enabling businesses to scale AI beyond pilot projects and drive tangible outcomes.

IdeaForge Partners Japan's DMP to Power Next-Gen **AI Drones**

In a strategic move that underscores India's rising clout in the global deep-tech ecosystem, ideaForge Technology Limited has signed a landmark MoU with Japan-based Digital Media Professionals Inc. (DMP) to co-develop and deploy next-generation AI-powered drones. By combining ideaForge's field-proven unmanned aerial systems with DMP's advanced edge AI semiconductor technology, the partnership aims to unlock smarter, autonomous drone capabilities while paving the way for a strong market entry into Japan. The collaboration not only strengthens cross-border innovation between India and Japan but also positions both companies to capitalise on the rapidly expanding global demand for intelligent, mission-critical drone solutions.

The strategic partnership will enable ideaForge to develop next-gen Di1-powered AI drones and enter the Japanese market with DMP's support, marking a major step forward for India's deep-tech global expansion.

As the global drone market surges from USD 54.9 billion in 2024 to USD 117.6 billion by 2030, Japan's market is slated to grow from USD 2.0 billion in 2025 to USD 5.1 billion by 2034. To enable this growth Edge AI is critical for drone-based autonomous solutions in defence, security & industrial applications.

CrowdStrike Celebrates JAPAC's Cybersecurity Trailblazers Driving **AI-Led Transformation**

CrowdStrike has announced the winners of the annual CrowdStrike Japan and Asia Pacific (JAPAC) Partner Awards at its 2026 JAPAC Partner Symposium in Vietnam, recognizing the partners who are leading AI-driven cybersecurity transformation across the region. As organizations across JAPAC accelerate their AI and cloud adoption, partners play a crucial role in delivering services-led, platform-based security solutions that enable customers to consolidate tools, reduce complexity, and stop breaches with the AI-native CrowdStrike Falcon platform.

The JAPAC Partner Symposium brings together CrowdStrike's regional ecosystem of channel, distributor, service provider, and technology alliance partners to advance their CrowdStrike businesses and scale customer outcomes. CrowdStrike's JAPAC Partner Awards highlight the successes of partner organizations and individuals who are expanding their CrowdStrike solution offerings and managed services, enabling greater access to enterprise-grade security, and helping organizations of all sizes to modernize their security posture in a rapidly evolving threat landscape.

"Our partners are at the center of the AI-driven shift towards platform-driven and services-led security," said Jon Fox, VP - Channels and Alliances, Japan and Asia Pacific at CrowdStrike.

Black Box completes acquisition of 2S Inovações **Tecnológicas S.A.**

Black Box Limited, the technology arm of Essar and a leading global provider of digital infrastructure solutions, announced the successful completion of its acquisition of 2S Inovações Tecnológicas S.A., a leading Brazil-based provider of digital infrastructure, data center networking, cloud, cybersecurity, and managed technology solutions. The acquisition marks a significant milestone in Black Box's global growth strategy and further advances its long-term objective of achieving US$2 billion in annual revenues by 2030. The effective date of acquisition is May 1, 2026.

Established in 1992 and headquartered in São Paulo, Brazil, 2S Inovações Tecnológicas delivers end-to-end digital infrastructure solutions spanning consulting and strategy, enterprise and data center networking, cloud and hybrid infrastructure, cybersecurity operations, systems integration, managed services, and lifecycle optimization. The company is recognized for its strong capabilities in mission-critical networking, hyperscale-ready data center infrastructure, collaboration, and security solutions built on leading global technology platforms.

New Relic Unveils Knowledge Capability to Power **Agents with Real-Time System Understanding**

New Relic has announced New Relic Knowledge, a new platform capability that integrates telemetry and knowledge sources to enhance detection and resolution of issues in the AI era. By fusing real-time telemetry with historical incident data, system changes, and deep operational context, New Relic Knowledge provides the foundational intelligence required for AI agents and engineering teams to understand systems, make decisions, and resolve issues faster. As a result, organizations can mitigate the $76 million risk of median annual downtime by accelerating mean time to resolution (MTTR) to machine speed, turning technical reliability into a measurable business edge.

As organizations adopt AI-driven and agentic operations, the reliability of autonomous systems depends entirely on accurate, real-time system context. Without it, AI agents lack the institutional knowledge needed to correctly diagnose issues or take trustworthy action. New Relic Knowledge addresses this by delivering a continuous intelligence layer that operates across the entire New Relic Intelligent Observability Platform.

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Evolving threat landscape
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Lack of resources
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Security tool sprawl
Disparate tools cause complexity and produce too much noise and siloed data.

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NetApp Collaborates with Red Hat to Help Advance Data Protection and Scale for **Red Hat OpenShift Deployments**

NetApp, an Intelligent Data Infrastructure company, today announced new NetApp data management capabilities optimized for Red Hat OpenShift that enable advanced levels of resilience and scale for virtualized environments, on-premises and in the cloud. The updates improve the speed and predictability of backup, recovery, and day-to-day operations so customers can migrate, scale, and manage virtual machine (VM) and container environments to enable innovation and agility with greater confidence.

According to The state of virtualization report from Red Hat, 90 percent of organizations agree that virtualization supports innovation. Combined with the report's finding that 71 percent of organizations have over half of their IT infrastructure virtualized, enterprises are expanding their virtualized environments to help them manage the increasing volumes of data that fuel the AI-era. As Red Hat OpenShift virtualized environments grow, backup methods that rely on scanning full VM disks can lead to longer backup windows, unpredictable recovery timelines, and increased operational risk.

Mphasis appoints Richard Miller as Global Head **of Insurance Business**

Mphasis, an AI-led, platform-driven technology solutions provider, today announced the appointment of Richard Miller as Global Head of Insurance Business. Richard brings more than three decades of experience leading enterprise transformation for global insurers and financial institutions. In his new role, he will lead Mphasis' global insurance strategy, helping carriers modernize operations, transform core business processes, and apply AI to drive measurable business value."Banking, Financial Services & Insurance continues to be one of the key growth drivers for Mphasis. I am delighted to welcome Richard to the Mphasis executive leadership team. With his deep expertise in Insurance market, spanning several decades, Richard will play a crucial role in advancing our strategic growth agenda for the sector," said Nitin Rakesh, Chief Executive Officer and Managing Director, Mphasis. "I am thrilled to join Mphasis at an important inflection point for the insurance industry. Insurers are looking for practical ways to apply AI responsibly at scale. Mphasis has built a strong foundation in AI-led delivery, and I look forward to partnering with the leadership team to help our client's achieve their business.

MosChip's Strategic Buyout of Vayavya Labs Redraws India's **Semiconductor Playbook**

In a defining moment for India's semiconductor ambitions, MosChip Technologies is moving to acquire a controlling stake in Vayavya Labs, signalling a shift toward software-led engineering at scale. The deal blends deep silicon expertise with cutting-edge system and embedded capabilities, positioning the combined entity to compete in high-value global markets.

MosChip has, pursuant to the approval of its Board of Directors at the meeting held on 16 April 2026, proposed to acquire a 73% controlling stake in Vayavya Labs Private Limited ("Vayavya Labs"), subject to receipt of all requisite statutory, regulatory and other approvals, marking a significant step in MosChip's strategy to scale its software-led Product Engineering Solutions business.
73% of shareholding is being acquired at a consideration of Rs 245.49 crores. When it comes to the payment structure, 60.50% to be paid through cash generated through internal accruals and 39.50% to be paid through share-swap.

The remaining shareholding (27%) will be acquired after 31 March 2028.

Milestone Systems Strengthens Security Operations and Expands Cloud Capabilities with XProtect 2026 R1 **and Arcules Updates**

Milestone Systems, a leading provider of open platform video management software, has announced XProtect 2026 R1 and Arcules VSaaS platform enhancements, delivering updates to strengthen security operations, simplify system management, and expand cloud flexibility across a wide range of deployment environments.

"XProtect 2026 R1 and the latest Arcules enhancements reflect two priorities central to where Milestone is headed: advancing our core platform to deliver greater operational intelligence and accelerating our cloud capabilities to give customers more flexible, scalable options for deploying and managing video security," said Andy Burnett, Chief Technology Officer, Milestone Systems. "These updates create tangible value for everyone in the ecosystem, from operators in the field to the partners and decision-makers who depend on clear insight into system performance."

The latest Milestone releases support this direction by strengthening the platform's operational foundation, making system insights more accessible, and enabling greater flexibility.

KPMG in India Inks strategic alliance with **CleverTap.**

KPMG in India and CleverTap today announced a strategic alliance to embed advanced customer engagement capabilities into enterprise transformation programs.
The alliance brings together KPMG in India's Connected Enterprise and advisory capabilities with CleverTap's customer engagement and retention platform, enabling organisations to explore greater personalisation, while staying aligned with governance, security, and key business priorities.

The alliance will focus on organisations across the BFSI (Banking and Financial Services), retail, and consumer markets. By integrating CleverTap's analytics and orchestration capabilities into KPMG in India–led initiatives, the alliance is intended to provide organisations with pathways to more effectively connect customer data with execution and to explore more coordinated, lifecycle-based approaches to engagement.

Together, KPMG in India is expected to contribute its consulting experience across operating model design, governance, risk, and compliance, alongside CleverTap's integrated platform capabilities including real-time analytics and AI-driven engagement.

Kaspersky blocked over 50 Lakh web attacks on businesses **in India last year**

Organisations in India continue to experience a persistent volume of cyber threats delivered through the web, with Kaspersky detecting and blocking more than 50 lakh malicious attack detections across Indian businesses in 2025.

These web-based threats, including compromised websites, malicious downloads, and other online attack vectors that can lead to unauthorised system access and data exposure, were observed across Indian organisations throughout last year.

Kaspersky detected and blocked 5,031,065 web-based threat incidents targeting businesses in India in 2025, reflecting a 10% year-on-year increase from 2024.

"Web-based threats targeting businesses in India are growing year-on-year, and the numbers tell a clear story, India's rapid digital transformation is expanding the attack surface faster than many organisations can secure it. As more enterprises come online, their exposure to sophisticated cyberattacks only deepens. What makes this even more pressing is the role AI now plays in the hands of threat actors, enabling attacks that are more targeted, more adaptive, and increasingly difficult to detect," comments Jaydeep Singh, General Manager for India, Kaspersky.

INOX India Flags Off Critical LOX Module for DRDO's Indigenous Submarine **AIP Programme**

INOX India Ltd., a leading global player in cryogenic technology solutions, today flagged-off the simulated Liquid Oxygen (LOX) storage module developed for Test & Trial of Energy Module for India's indigenous Air Independent Propulsion (AIP) system, being spearheaded by Naval Material Research Laboratory (NMRL), Ambernath, a premier laboratory under Defence Research and Development Organisation (DRDO). The tank, manufactured at INOXCVA's Kalol Facility, for AIP production agency partner and was flagged off from INOXCVA by Dr Suman Roy Choudhury, Director NMRL and Deepak Acharya, CEO, INOXCVA.

INOXCVA's scope for this strategic programme includes the design, engineering, fabrication, testing, and supply of cryogenic LOX storage tank developed for the ground-based prototype system. The highly specialised tank stores oxygen in liquid form at cryogenic temperatures and are engineered to ensure the highest standards of purity, safety, and reliability.

Google Cloud Next '26 Spotlights Contextual AI as the Future of Intelligent **Workflows**

A portion of Google Cloud Next '26 was dedicated to announcing nearly a dozen new features for Google Workspace, a team collaboration platform permeated with AI. Though each feature contributes valuable functionality, the runaway star of the show was 'Workspace Intelligence,' a contextual AI engine that gets work done on behalf of users. The inclusion of a contextual AI-driven feature keeps the company current with one of the latest and most impactful trends, according to GlobalData, a leading intelligence and productivity platform.

Gregg Willsky, Principal Analyst, Enterprise Technology & Services at GlobalData, comments: "The announced features reflect the diverse ways that Google, like other vendors, is delivering AI capabilities that assist workers in their daily activities. However, the feature that stands head and shoulders above the crowd is Workspace Intelligence. It demonstrates the ability of contextual AI to execute essential tasks and produce outputs that are highly relevant, allowing users to get meaningful work accomplished."

FinStackk Rolls out FinStackk Legal, Strengthening Its US Business **Support Ecosystem**

FinStackk, an accounting and tax compliance automation platform for Indian startups and businesses scaling in the United States, today announced the launch of FinStackk Legal, a dedicated legal partner designed to support companies building and growing in the US market.

The launch strengthens FinStackk's broader commitment to handling end-to-end US business regulatory and compliance requirements. With FinStackk Legal, the platform expands beyond financial operations into legal structuring, governance, and advisory, areas that become increasingly critical as businesses scale.

FinStackk Legal is built to support companies across key legal foundations that directly impact ownership, control, and long-term growth. Its scope includes cross-border entity structuring aligned with ownership and scalability, corporate governance frameworks designed for efficient decision-making, and founder, investor, and shareholder agreements that clearly define rights, control, and exit outcomes.

F5 Appoints Dhananjay Ganjoo to Lead India and SAARC **Growth**

F5 has appointed Dhananjay Ganjoo as Country Manager for India and the South Asian Association for Regional Cooperation (SAARC) region. In his new tenure, Dhananjay will be responsible for driving F5's regional growth strategy, strengthening customer and partner relationships, and advancing F5's leadership in application delivery, security and AI.

The announcement was made at AppWorld Mumbai, F5's flagship conference dedicated to modern application delivery and hybrid-cloud security.

Dhananjay returns to F5 following a two-year leadership tenure at The Akshaya Patra Foundation, where he drove resource mobilization and large-scale brand advocacy for PM POSHAN. His efforts in driving high- impact communications and partnerships contributed to expand reach, stronger stakeholder engagement, and measurable resource mobilization outcomes.

"India and SAARC are at a critical inflection point in their digital evolution," said, Dhananjay Ganjoo, Country Manager for India and SAARC. "It is a real privilege for me to return to F5 at a time when our corporate mission to deliver secure, AI-ready applications has never been more relevant than this. I am excitedly looking forward to working with our incredible team and ecosystem to be instrumental in driving the next wave of innovation for our customers."

DIVESH AGARWAL
Founder and CEO, Aumni Techworks

PROFILE
As Founder & CEO, Aumni Techworks, Divesh helps global companies build dedicated teams in India without the operational complexity of setting up their own subsidiaries. Headquartered in Pune, Aumni today supports nearly 20 international clients across the US, UK and Europe with a 400-member team. Divesh believes offshore teams should be seen not just as a cost advantage, but as long-term strategic partners built on ownership, trust and cultural alignment.

GCCS NEED OWNERSHIP, NOT JUST CAPABILITY

The article highlights why GCCs must move from execution hubs to outcome owners, and why aligning decision rights with delivery responsibility will define the next phase of India's GCC evolution

India's Global Capability Centre (GCC) story is one of the most compelling chapters in the country's corporate evolution. From cost-arbitrage back offices to innovation engines driving AI, cybersecurity, product engineering, and enterprise analytics, GCCs today sit at the heart of global transformation agendas.

Yet, as the ecosystem matures, an uncomfortable truth is emerging: capability is no longer the constraint. Accountability is. The more relevant question today is whether they are truly empowered to own outcomes.

Accountability emerges as the defining differentiator between operational excellence and strategic impact.

Global Capability Centres (GCCs) today possess the talent depth, digital maturity, and domain expertise to lead enterprise-wide transformation. They are building products, driving AI adoption, managing global risk functions, and anchoring innovation mandates. Capability, therefore, is no longer in question. What remains inconsistent is whether these centres are given true outcome ownership.

Accountability and ownership, in this context, go beyond task delivery. It refers to clearly defined decision rights, financial authority, risk responsibility, and measurable business impact. While many GCCs are entrusted with execution, strategic direction and budget control often remain centralised at headquarters. This creates an ownership gap, where responsibility for delivery is delegated, but authority over outcomes is retained elsewhere.

Bridging this gap requires shifting from an execution-led model to an ownership-led model. When GCC leaders are accountable for revenue impact, customer experience, innovation metrics, or P&L-linked outcomes, their role transitions from support function to strategic co-owner. Accountability drives faster decision-making, stronger leadership pipelines, and higher innovation velocity.

In essence, capability enables performance, but accountability enables transformation. For GCCs to evolve into true growth engines within distributed global enterprises, ownership must move closer to where capability already exists.

Ownership is now a strategic imperative; the Boards and CXOs evaluating the next phase of GCC evolution must recognise that accountability is not a governance risk; it is a strategic lever.

Centres entrusted with real decision rights and financial authority behave differently. Leadership shifts from functional management to business stewardship. Teams move from "meeting mandates" to "shaping mandates." The cultural shift is subtle but powerful.

When GCC leaders carry P&L-linked responsibility, customer impact metrics, and innovation KPIs, they build enterprise-wide credibility. This elevates the centre's role from operational hub to strategic node within a distributed global network.

There is also a competitive dimension to consider. As other geographies aggressively position themselves as alternative capability destinations, differentiation will hinge not just on cost or scale but on value creation models. Enterprises that embed true ownership within their GCCs will unlock disproportionate returns in innovation velocity and resilience.

Closing this gap requires deliberate recalibration across three areas.

Governance must be simplified. Dual reporting structures and multi-layered approvals may have been necessary in early shared-services models, but mature GCCs require streamlined decision frameworks. Clear delineation of global and local authority reduces friction without compromising oversight.

Metrics must evolve. Performance scorecards should move beyond efficiency benchmarks to include revenue contribution, product adoption, innovation output, and customer satisfaction. Measuring business outcomes shifts the narrative from compliance to competitiveness.

Mindset must change. Perhaps the most complex transformation is cultural. Headquarters must see GCCs not as extensions, but as equal partners in a distributed enterprise architecture. Trust, institutionalised through structured

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BLACK BOX BETS BIG ON BRAZIL TO POWER ITS GLOBAL DIGITAL INFRA-STRUCTURE AMBITIONS

With the acquisition of Brazil-based 2S Inovações Tecnológicas, Black Box is strengthening its footprint in Latin America's fast-growing digital economy, aiming to accelerate growth across cloud, cybersecurity, AI-led infrastructure and data center networking.

SANJEEV VERMA
WHOLE-TIME DIRECTOR & CHIEF EXECUTIVE OFFICER OF BLACK BOX

"THE ACQUISITION OF 2S MARKS ANOTHER IMPORTANT MILESTONE IN BLACK BOX'S GLOBAL GROWTH JOURNEY AND FURTHER **STRENGTHENS OUR STRATEGIC POSITION IN THE HIGH-GROWTH LATAM MARKET."**

Black Box Limited, the technology arm of Essar and a leading global provider of digital infrastructure solutions, announced the successful completion of its acquisition of 2S Inovações Tecnológicas S.A., a leading Brazil-based provider of digital infrastructure, data center networking, cloud, cybersecurity, and managed technology solutions. The acquisition marks a significant milestone in Black Box's global growth strategy and further advances its long-term objective of achieving US$2 billion in annual revenues by 2030.

Acquisition Effective from May 2026

The effective date of acquisition is May 1, 2026.

Strengthening Expertise in Digital Infrastructure

Established in 1992 and headquartered in São Paulo, Brazil, 2S Inovações Tecnológicas delivers end-to-end digital infrastructure solutions spanning consulting and strategy, enterprise and data center networking, cloud and hybrid infrastructure, cybersecurity operations, systems integration, managed services, and lifecycle optimization. The company is recognized for its strong capabilities in mission-critical networking, hyperscale-ready data center infrastructure, collaboration, and security solutions built on leading global technology platforms.

Strategic Expansion into High-Growth Markets like Latin America

The acquisition significantly strengthens Black Box's capabilities and market presence across Latin America, particularly in high-growth areas such as data center networking, digital connectivity, cybersecurity, and managed infrastructure services. The transaction also reinforces Brazil's strategic importance within Black Box's global operations as enterprises, cloud providers, and hyperscalers continue to invest in next-generation digital infrastructure across the region.

Brazil Emerges as a Regional Digital Hub

Brazil's rapidly expanding digital economy, increasing cloud adoption, accelerating AI-driven infrastructure investments, and strong engineering talent base position the country as an important regional hub for digital infrastructure transformation and technology services delivery.

Leadership on Growth and Market Opportunity

"The acquisition of 2S marks another important milestone in Black Box's global growth journey and further strengthens our strategic position in the high-growth LATAM market," said Sanjeev Verma, Whole-Time Director & Chief Executive Officer of Black Box. "2S brings deep expertise in Cisco networking, enterprise and data center infrastructure, cloud, cybersecurity, and managed services, which strongly complements Black Box's global capabilities across digital infrastructure, networking, connected workspaces, and technology integration.

Riding the Global AI and Cloud Infrastructure Wave

As enterprises worldwide accelerate investments in AI, cloud, cybersecurity, and digital connectivity, the demand for resilient, scalable, and secure network and data center infrastructure continues to grow significantly. This acquisition enhances our ability to support customers across the full lifecycle of digital infrastructure transformation - from network modernization and data center integration to managed operations and cybersecurity.

Driving Long-Term Revenue Growth

This acquisition also reflects our continued focus on disciplined inorganic growth as a key pillar of our long-term strategy. The transaction is expected to contribute approximately Rs. 500 crores in annualised revenues and further strengthens our networking and data center business across Latin America while enhancing our ability to deliver integrated, end-to-end digital infrastructure solutions globally.

Building a Future-Ready Global Platform

Together, we are building a stronger platform to drive innovation, operational excellence, and sustainable long-term value for our customers, partners, and shareholders."

Serving Global Enterprises Across Industries

A leading digital infrastructure solutions provider, Black Box delivers network and system

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MANNU SINGH
Vice President, Tata Teleservices

PROFILE

Mannu Singh heads the SME Operations for West & Central Regions at Tata Teleservices where he is responsible for strategy, business planning, and execution across these regions to ensure both top-line and bottom-line growth, with a focus on customer satisfaction and resource optimization. With over 20 years of experience in telecommunications and digital solutions, Mannu has a strong track record in leading large teams, managing P&L, and driving growth in competitive markets. His expertise includes business operations, cost management, and strategy formulation.

FROM CONNECTIVITY TO CLOUD: HOW CYBER THREATS ARE TRACKING MSMES' DIGITAL TRANSFORMATION

As MSMEs accelerate their shift from basic connectivity to cloud-driven operations, cyber threats are evolving in lockstep, targeting every new layer of digital adoption. In this expanding, boundary-less ecosystem, growth and security are no longer separate priorities—they must advance together.

Not long ago, the technology landscape for MSMEs was simple and contained. A broadband connection powered a few desktops, data resided on local servers, and security was largely limited to firewalls and anti-virus solutions. The business had a defined perimeter and that perimeter could be protected. Today, that perimeter has dissolved.

As MSMEs embrace digital payments, e-commerce, cloud-based applications, and remote collaboration tools, the centre of gravity has shifted. Business operations now extend across cloud platforms, distributed teams, and interconnected ecosystems. Connectivity is no longer a support function but the business itself.

However, as MSMEs move from basic connectivity to cloud-first operations, cyber threats are evolving in parallel tracking every new integration, remote login, and SaaS deployment.

The Digital Backbone Powering MSMEs

The modern MSME operates on a layered digital backbone. At the foundation lies high-speed, always-on connectivity: fiber broadband, wireless networks, and increasingly intelligent networks that prioritise traffic dynamically. On top of this sits a growing cloud ecosystem, with applications that once ran on local machines now hosted across public and hybrid environments.

This is complemented by a diverse SaaS stack ranging from payroll and inventory management to CRM platforms, collaboration tools, and analytics dashboards often sourced from multiple vendors. Endpoints have multiplied significantly as laptops, mobile devices, POS systems, IoT-enabled logistics trackers, and surveillance systems are all connected to the same network. Data flows continuously across users, devices, applications, and cloud environments.

This architecture is efficient, scalable and enables MSMEs to compete nationally and even globally. But it is also inherently complex and complexity, if not managed carefully, creates vulnerability.

An Expanding Attack Surface

Every layer of digital adoption expands the attack surface. Cybercriminals are increasingly targeting MSMEs not just large enterprises because they offer access to valuable financial and customer data, often without enterprise-grade security controls. Threat vectors are becoming more sophisticated:

- Phishing attacks disguised as invoices or customer queries can compromise credentials
- Unauthorized access to cloud applications can expose sensitive business data
- Malware can spread laterally from a single compromised device
- Ransomware attacks now combine disruption with data exfiltration and extortion

Even seemingly minor disruptions like email outages, VPN issues, or system slowdowns can impact billing cycles, customer service, and overall business continuity. For MSMEs operating on tight margins, such disruptions can directly affect revenue and reputation. Traditional, siloed security tools are no longer sufficient in this dynamic, cloud-driven environment.

Securing Growth Through Integrated Connectivity

The solution lies not in adding more tools, but in building integrated, intelligent systems. Connectivity and cybersecurity must converge. Networks should not only enable data transfer but also act as the first line of defence: monitoring traffic, detecting anomalies, and responding in real time.

A unified approach should include:

- Integrated email, endpoint, and identity security
- Multi-factor authentication and role-based access controls
- End-to-end encryption of data in transit
- Continuous monitoring and compliance management

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LENOVO INDIA REAFFIRMS CHANNEL STRATEGY TO POWER THE NEXT ERA OF SERVICES-LED GROWTH

As India's technology landscape shifts toward AI-led, services-driven transformation, Lenovo is reimagining its channel strategy in India, empowering partners to evolve from transactional sellers into strategic advisors capable of delivering end-to-end customer transformation across hybrid cloud, AI, and next-generation infrastructure.

ARVIND CHABRA
DIRECTOR - ONE CHANNEL
LENOVO INDIA

"WE EMPOWER OUR PARTNERS TO MOVE BEYOND TRANSACTIONS AND TAKE ON A MORE STRATEGIC ROLE AS **TRUSTED ADVISORS, DRIVING CUSTOMER TRANSFORMATION."**

The channel is entering a new phase of growth– one defined not by transaction volume, but by the outcomes partners deliver. For years, success in the IT channel was measured by product volume. Today, customers are no longer simply buying devices or infrastructure; they are seeking solutions that deliver measurable business outcomes across the entire technology lifecycle.

At the same time, the role of technical expertise is changing fast. Partners are increasingly being asked to design and deliver full-stack solutions that span AI, hybrid cloud, edge computing, and advanced infrastructure, with customers expecting validated architectures, faster deployment, and proven expertise from the outset.

Underlying this shift is a more fundamental market force: complexity is driving demand for services. Hybrid cloud, AI, edge computing, and distributed workforces are reshaping how organizations operate, raising expectations for partners to deliver across the full lifecycle, from design to ongoing optimization. In this environment, services are the foundation of sustainable business growth.

"The channel is shifting from products to outcomes, that's where the next phase of growth will be defined. At Lenovo, our reimagined channel strategy in India simplifies engagement while enabling partners to scale capabilities across AI, hybrid cloud, and next-generation infrastructure," says Arvind Chabra, Director - One Channel, Lenovo India.

It is against this backdrop that Lenovo has defined a reimagined channel strategy designed to accelerate partner success in an increasingly services-driven, outcome-focused technology landscape. Anchored in its evolving Lenovo 360 framework, the company is reshaping how partners engage, grow, and deliver value. This marks a decisive shift from traditional product-centric models to a future built on capabilities, collaboration, and recurring services. "Through Lenovo 360 framework, which is built on our core pillars: Enable, Connect, and Grow, we are creating a more predictable, collaborative ecosystem that helps partners build services-led, recurring revenue streams, deepen technical expertise, and deliver end-to-end solutions," Chabra states.

"This enables them to move beyond transactions and take on a more strategic role as trusted advisors, driving customer transformation," he further adds.

A Simpler, Stronger Foundation for Growth

Lenovo has streamlined its partner framework to provide greater clarity, consistency, and scalability. With a simplified tiering structure and unified entry points, partners can now navigate their growth journey with improved transparency and predictability. This structural evolution reduces complexity while reinforcing a performance-driven pathway tied to both revenue and capability development.

From Products to Outcomes: A Services-Led Future

Central to Lenovo's channel transformation is a strategic pivot toward services-led growth. Through dedicated enablement programs, partners are empowered to build recurring revenue streams and deliver end-to-end solutions across areas such as hybrid cloud, AI, and digital workplace. This shift reflects a broader industry transition where long-term value lies in ongoing services and measurable outcomes rather than one-time hardware sales.

An Ecosystem Built on Collaboration and Enablement

Beyond structure and services, Lenovo's channel strategy emphasizes ecosystem connectivity. Enhanced digital platforms and community-driven engagement models are enabling partners to collaborate more effectively, access real-time insights, and accelerate their development. In parallel, Lenovo is enabling partners to connect, learn, and lead on sustainability; recognizing that sustainability plays a critical role in current buyer decisions and is increasingly integral to services-led solutioning. The result is a more agile, informed, and connected partner network.

Technical Capability as the New Competitive Edge

Lenovo is investing heavily in building partner capabilities, recognizing that deep technical expertise is now a key differentiator. By fostering

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POWERING INDIA'S AI BACKBONE: PRIYA KRISHNAMURTHY ON ALTOS' BOLD BET ON SOVEREIGN, SCALABLE INFRASTRUCTURE

As India accelerates toward an AI-first future, Altos India is positioning itself at the heart of this transformation. Priya Krishnamurthy outlines how performance, sovereignty, and accessibility are redefining enterprise infrastructure.

MANASH RANJAN DEBATA
manash@accentinfomedia.com

Altos India, a subsidiary of Altos Computing Inc. under the Acer Group, is steadily emerging as a formidable force in the country's AI and high-performance computing ecosystem. With a strong focus on delivering integrated solutions across servers, storage, networking, and AI platforms, the company is enabling enterprises, governments, and data-driven organizations to build future-ready digital infrastructure. Its portfolio—spanning HPC, VDI, HCI, and AI workloads—reflects a clear commitment to performance, scalability, and cost efficiency.

At the helm of this strategic push is Priya Krishnamurthy, Director, Altos India, a seasoned industry leader with over 25 years of experience across enterprise sales, product management, and business strategy. Having spent over two decades within the Acer ecosystem, Priya brings a rare blend of technical depth and market insight. Her leadership spans critical sectors including government, BFSI, enterprise, SMB, and education—making her a key architect in Altos India's growth journey and its expanding footprint in the AI infrastructure space.

With a strong academic foundation in Electronics & Communications Engineering and a postgraduate degree in Marketing from IIM Calcutta, Priya has consistently demonstrated the ability to align technological innovation with business outcomes. Her experience in steering both consumer and commercial businesses to growth, coupled with her expertise in enterprise solutions, places her at the forefront of India's evolving digital infrastructure narrative.

In this exclusive interaction with SME Channels, Priya Krishnamurthy delves into how Altos India is shaping the future of AI infrastructure through its high-performance server portfolio and integrated AI stack. She discusses the competitive positioning of Altos' R-series servers, the growing demand for on-premise and hybrid AI deployments, and the company's vision for building sovereign, Make-in-India AI ecosystems. The conversation also explores sectoral adoption trends, pricing strategies against hyperscaler clouds, and Altos' roadmap toward becoming a full-stack AI solutions provider—offering a comprehensive view of how India's infrastructure backbone is being reimagined for the AI era. Edited excerpts…

Can you share specific benchmarks or real-world use cases where this server significantly outperforms existing solutions?

The Altos R300 series server is a dual socket 2U high-performance rack server powered by 6th Gen Intel® Xeon® Scalable processors, designed to support demanding enterprise workloads. It is optimized to handle a wide range of use cases, including Big Data analytics, high-performance computing (HPC), virtualization, and edge and cloud computing environments.

With support for the latest technologies across the stack from advanced CPUs and high-speed NVMe storage to Titanium-rated power supplies, the platform delivers enhanced compute performance, faster data access, and improved energy efficiency.

In real-world deployments, this architecture enables organizations to process large data sets faster, run complex AI and analytics workloads more efficiently, and support highly virtualized environments with improved scalability and reliability. As a result, the Altos R300 series provides enterprises with state-of-the-art infrastructure capable of outperforming many existing legacy server solutions in performance, flexibility, and operational efficiency.

Are there plans to export these AI servers globally, and how competitive are they internationally?

In the initial phase, Altos intends to primarily focus on addressing the domestic market, as we see strong demand for AI infrastructure emerging in India over the coming quarters. With the rapid expansion of the country's data centre, AI, and digital transformation ecosystem, the domestic opportunity itself is significant.

That said, we are open to exploring export opportunities in the future, particularly in Southeast Asian markets, where demand for scalable AI and high-performance computing infrastructure is also growing. Given the platform's enterprise-grade architecture, global technology partnerships, and competitive performance capabilities, we believe these AI servers have the potential to be highly competitive in international markets as well.

Which sectors in India are expected to adopt this technology first — government, start-ups, or enterprises?

We see adoption coming from a wide range of sectors, as the Altos R370 is a versatile, general-purpose server that can handle AI workloads alongside traditional enterprise applications. Because of this flexibility, we expect early interest from start-ups, enterprises, and government organizations, each leveraging the platform for different use cases.

For instance, start-ups can use the infrastructure to build and scale AI-driven applications, while enterprises can deploy it for workloads such

PRIYA KRISHNAMURTHY
DIRECTOR, ALTOS INDIA

"BY OFFERING A COST-EFFECTIVE YET HIGH-PERFORMANCE AI INFRASTRUCTURE PLATFORM, WE AIM TO MAKE ADVANCED AI COMPUTING MORE ACCESSIBLE WITHIN INDIA'S **RAPIDLY GROWING DIGITAL ECOSYSTEM."**

as data analytics, virtualization, and AI model development. At the same time, government departments and public sector organizations can leverage it for data-intensive applications and digital infrastructure initiatives.

Overall, we believe the server's scalability and performance allow us to support deployments across multiple environments, from innovation-driven start-ups to large enterprise data centres and government-led digital projects.

What is the pricing strategy, and how does it compare with hyperscaler cloud alternatives? How do you plan to compete with established AI infrastructure providers globally?

Our pricing strategy is focused on being highly competitive and partner-friendly, enabling our ecosystem partners to actively participate in tenders from various government agencies and large enterprise projects. By offering a cost-effective yet high-performance AI infrastructure platform, we aim to make advanced AI computing more accessible within India's rapidly growing digital ecosystem.

When compared with hyperscaler cloud alternatives, our approach allows organizations to build on-premise or hybrid AI infrastructure that provides greater control over data, security, and long-term operational costs, particularly for large-scale or continuous workloads.

From a global competitiveness standpoint, we aim to complement established AI infrastructure providers by offering a state-of-the-art, Make-in-India platform that supports the creation of sovereign AI infrastructure for Indian customers. This enables enterprises, cloud providers, and system integrators to build locally deployed AI environments that meet regulatory, data residency, and performance requirements, while still leveraging globally competitive technologies.

With increasing concerns around data sovereignty, how does this server ensure secure, compliant AI deployments within India?

We designed our R300 series servers with a strong focus on reliability, security, and operational resilience, which are critical for organizations deploying AI infrastructure within India's evolving data sovereignty framework. Our state-of-the-art platform offers high compatibility with a wide range of enterprise and security software, enabling organizations to integrate it seamlessly into secure IT environments.

The servers are built with features that support high fault tolerance, system stability, and disaster recovery capabilities, ensuring business continuity even for mission-critical workloads. In addition, they can be deployed alongside advanced data security and compliance tools, allowing organizations to implement robust governance, monitoring, and protection mechanisms.

By enabling on-premises or hybrid deployments, we help customers maintain greater control over their data, infrastructure, and regulatory compliance, which is increasingly important for sectors handling sensitive or regulated data in India.

Are there any plans for a full-stack AI offering (hardware + software + services)?

Yes, we are already moving towards a full-stack AI offering that combines hardware, software, and services. Alongside our AI servers, we have launched Altos AI Works, a software platform designed to help customers efficiently manage and utilize GPU resources for AI and high-performance workloads.

To make the solution more accessible and cost-effective, we have introduced the software under a perpetual licensing model rather than a subscription-based model, allowing customers to optimize their AI infrastructure without recurring licensing costs. This approach enables us to offer a highly competitive and integrated hardware–software stack.

In addition, our servers come with three years of on-site warranty as standard, ensuring reliability and strong after-sales support. Customers also have the flexibility to extend the warranty either at the time of purchase or later, depending on their operational requirements. Through this integrated approach, we aim to deliver a comprehensive and cost-effective AI infrastructure solution for our customers.

How aligned is this launch with India's national AI and semiconductor policies? What level of support/incentives have you received from the government for this?

Our launch is closely aligned with India's broader push to strengthen its AI and digital infrastructure ecosystem, particularly through initiatives that encourage local manufacturing and technology development. By introducing Make-in-India (MII) AI infrastructure solutions, we aim to support the country's vision of building a more self-reliant and resilient technology ecosystem.

In the initial phase of our operations, we intend to work with a network of EMS (Electronics Manufacturing Services) partners, which will allow us to scale manufacturing efficiently, build a diverse product portfolio, and create greater resilience within the supply chain.

At this stage, our focus is not specifically on pursuing government incentives. Instead, our priority is to expand our portfolio of Make-in-India products and bring the latest global technologies to the Indian market, enabling customers to access advanced AI infrastructure while supporting the growth of the domestic technology ecosystem

CANON INDIA SUPERCHARGES BUSINESS IMAGING WITH HIGH-SPEED IMAGEFORCE C3150 AND NEXT-GEN DOCUMENT SCANNERS

Strengthening its leadership in India's laser copier market, Canon India has unveiled the high-performance imageFORCE C3150 A3 colour MFD alongside the imageFORMULA DR-C340 and DR-C350 scanners.

Leading digital imaging solutions provider Canon India unveiled its imageFORCE C3150, a high-performance A3 colour multifunction device purpose-built for enterprises, SMEs, government organisations and copy shop owners.

Expanding Business Imaging Leadership

Offering high-speed colour output of up to 50 pages per minute, the imageFORCE C3150 delivers consistent quality, reliability and media flexibility to support demanding, high-volume print environments. Through this launch, Canon aims to expand its footprint across key verticals and new markets, drive incremental market share, and build on its leadership position in the laser copier market for 10 consecutive years.

Driving Productivity Through High-Performance Printing & Digitisation

Further strengthening its document digitisation portfolio, Canon India also launched the imageFORMULA DR-C340 and DR-C350 ultra-compact high-speed document scanners. Designed for fast, accurate and reliable capture, the scanners enable enterprises, SMEs and government organisations to efficiently digitise high volumes of documents and streamline information workflows. With seamless system integration and advanced image processing, the DR-C340/DR-C350 support faster decision-making and enterprise-wide digital transformation.

Betting Big on Future-Ready Business Solutions

Speaking on the launch, Toshiaki Nomura, President & CEO, Canon India, said, "At Canon India, our focus is on continually strengthening our business imaging portfolio to stay ahead of the evolving needs of enterprises, institutions and businesses across India. The launch of the imageFORCE C3150 A3 colour MFD underscores our commitment to delivering high-performance, reliable solutions that help customers scale their print environments, while the introduction of the imageFORMULA DR-C340 and DR-C350 scanners reinforces our focus on accelerating document digitisation and information workflows. Together, these solutions reflect our future-ready approach to driving productivity, expanding our presence across key verticals and strengthening our market share in India's laser copier segment."

Canon imageFORMULA DR-C350

TOSHIAKI NOMURA
PRESIDENT & CEO, CANON INDIA

"AT CANON INDIA, OUR FOCUS IS ON CONTINUALLY STRENGTHENING OUR BUSINESS IMAGING PORTFOLIO TO STAY AHEAD OF THE EVOLVING NEEDS OF ENTERPRISES, INSTITUTIONS AND BUSINESSES ACROSS INDIA."

Focus on Quality, Speed and Commercial Print Growth

Sharing his views on the new launches, C. Sukumaran, Vice President, Canon India, said, "In India's highly competitive business and commercial print environment, colour quality, speed and consistency directly influence customer trust and long-term growth. The imageFORCE C3150 has been developed with a deep understanding of these market realities, enabling enterprises, SMEs and commercial print customers to deliver reliable, high-quality colour output across everyday jobs while expanding their application capabilities."

Addressing surging demand for document digitisation

He further added, "Complementing this, the imageFORMULA DR-C340 and DR-C350 scanners address the accelerating demand for document digitisation across government, enterprise and SME segments. Together, these solutions help organisations streamline document workflows, improve operational efficiency and build scalable, future-ready information environments aligned with India's digital transformation journey."

C. SUKUMARAN
VICE PRESIDENT, CANON INDIA

"IN INDIA'S HIGHLY COMPETITIVE BUSINESS AND COMMERCIAL PRINT ENVIRONMENT, COLOUR QUALITY, SPEED AND CONSISTENCY DIRECTLY INFLUENCE CUSTOMER TRUST AND LONG-TERM GROWTH."

imageFORCE C3150: Smarter Colour Printing with D^2 Exposure Technology

A key differentiator of the imageFORCE C3150 is Canon's D^2 Exposure (Defined & Detailed) Technology, which uses an advanced OLED (Organic Light Emitting Diode) exposure system instead of conventional laser technology.

- Extreme resolution for professional output: The OLED-based exposure system delivers a class-leading resolution of up to 4,800 × 2,400 dpi, producing sharper text, smoother gradations, and finely detailed lines.
- Reliable and consistent colour reproduction: Precise alignment of CMYK layers minimises colour variation, ensuring deep blacks, vibrant tones, and stable colour output across repeat jobs.

Media Versatility for Expanded Print Applications

The imageFORCE C3150 is designed to maintain colour integrity across a range of professional media types.

- Support for heavy and coated stocks: Handles paper weights of up to 300 gsm, enabling in-house production of premium brochures, flyers and promotional materials.
- SRA3 support: Enables printing on SRA3 sheet sizes, allowing full-bleed A3 output with crop marks—an important requirement for commercial print businesses.

imageFORCE C3150

High-Speed Colour Scanning for End-to-End Workflows

The imageFORCE C3150 also supports high-performance scanning to address integrated document workflows.

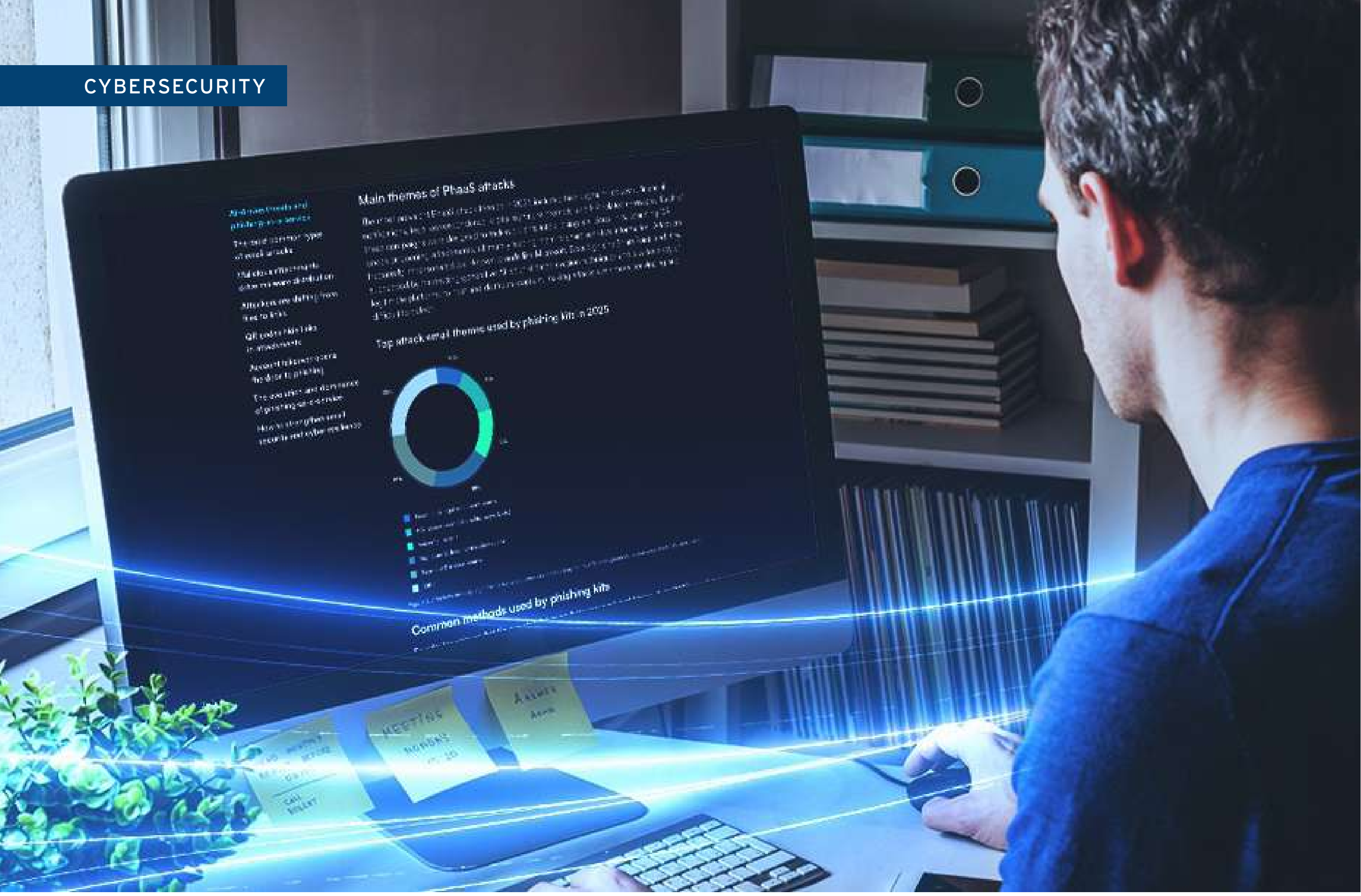
- Single-pass duplex scanning: Capable of scanning at speeds of up to 270 images per minute, enabling fast digitisation without compromising clarity.
- High-fidelity colour capture: Maintains accurate colour reproduction even during high-volume scanning.

imageFORMULA DR-C340 & DR-C350: Key Features and Capabilities

Further strengthening Canon India's business imaging ecosystem, the imageFORMULA DR-C340 and DR-C350 document scanners are designed to support fast, accurate, and space-efficient document digitisation.

- High-speed scanning for improved productivity: The DR-C340 delivers scanning speeds of up to 40 pages per minute and 80 images per minute, while the DR-C350 offers up to 50 pages per minute and 100 images per minute, supported by a 100-sheet automatic document feeder. This enables organisations to handle higher document volumes efficiently, addressing productivity requirements in enterprise and

To access more info login to:
https://www.smechannels.com



INSIDE THE NEW AGE OF CYBER THREATS: HOW AI AND PHISHING-AS-A-SERVICE ARE TRANSFORMING EMAIL ATTACKS

The Barracuda study reinforces the need for integrated, multilayered email protection as part of a broader cyber resilience strategy, ensuring organizations can prevent, detect and recover from fast-moving threats.

Barracuda Networks, Inc., a leading global cybersecurity company providing complete cyber resilience made easy to buy, deploy and use for all size business, y released the 2026 Email Threats Report. New findings from Barracuda Research, the threat intelligence arm of Barracuda, show that AI-driven social engineering and phishing-as-a-service are accelerating both the volume and effectiveness of email attacks, enabling adversaries to scale credential-phishing operations and increase the success rate of targeted campaigns.

AI and Automation Accelerate Email Threats

The report, based on analysis of more than 3.1 billion emails collected globally in January 2026 by Barracuda Research, highlights how cybercriminals are increasingly using AI-powered social engineering and phishing-as-a-service kits to scale credential theft campaigns and improve attack success rates.

According to the findings, nearly one in three email messages today are either malicious or unwanted spam, while phishing alone accounts for 48% of all malicious email activity. The report further notes that 90% of high-volume phishing campaigns relied on phishing-as-a-service kits.

Attackers Shift to Stealthier Delivery Techniques

The report points to a major evolution in attacker tactics, with cybercriminals increasingly abandoning traditional file-based malware in favour of URL-based payloads and QR-code-enabled phishing methods.

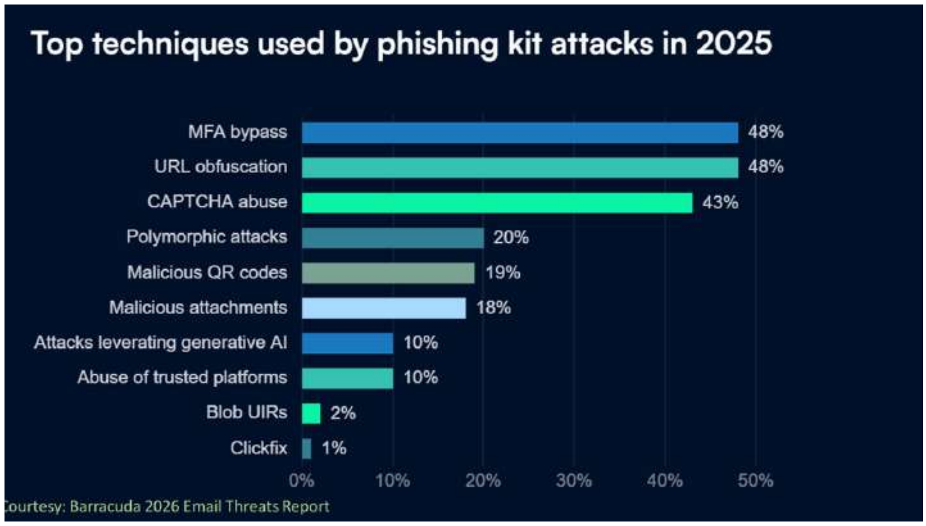
There has been a marked shift in attacker tactics, with threat actors moving from file-based payloads to URL-based delivery and embedding QR codes in trusted document formats to disguise malicious destinations. Attackers are further exploiting account takeover techniques to bypass traditional defenses and deliver highly convincing messages from compromised inboxes, underscoring the need for integrated, multilayered email protection.

Researchers found that over 10% of HTML attachments are malicious, while 70% of malicious PDF files contain QR codes redirecting users to phishing websites. Threat actors are also increasingly exploiting account takeover methods to send highly convincing emails directly from compromised inboxes, making detection significantly harder for organizations.

MERIUM KHALID

DIRECTOR OF SOC OFFENSIVE SECURITY, OFFICE OF THE CTO, BARRACUDA

"ORGANIZATIONS THAT STAY AHEAD WILL PRIORITIZE INTEGRATED EMAIL SECURITY LAYERED WITH IDENTITY PROTECTION AND AUTOMATED RESPONSE AS PART OF A BROADER, RESILIENCE-DRIVEN STRATEGY."



Rising Risk of Account Compromise

The findings reveal that 34% of companies experience at least one account takeover incident every month, underscoring growing concerns around identity-based cyberattacks and business disruption.

"Email is no longer just a communication channel — it's the front line of identity, trust and business continuity," said Merium Khalid, Director of SOC Offensive Security, Office of the CTO, Barracuda. She noted that as attackers industrialize phishing using AI and scalable phishing platforms, organizations must adopt integrated email security, identity protection and automated response systems as part of a broader cyber resilience strategy.

"As attackers industrialize phishing with AI and phishing-as-a-service, the future of defense must evolve just as quickly. Organizations that stay ahead will prioritize integrated email security layered with identity protection and automated response as part of a broader, resilience-driven strategy. When prevention, rapid detection and automated incident response work together, businesses can reduce risk, limit the impact of account compromise and maintain continuity even as threats accelerate," she said.

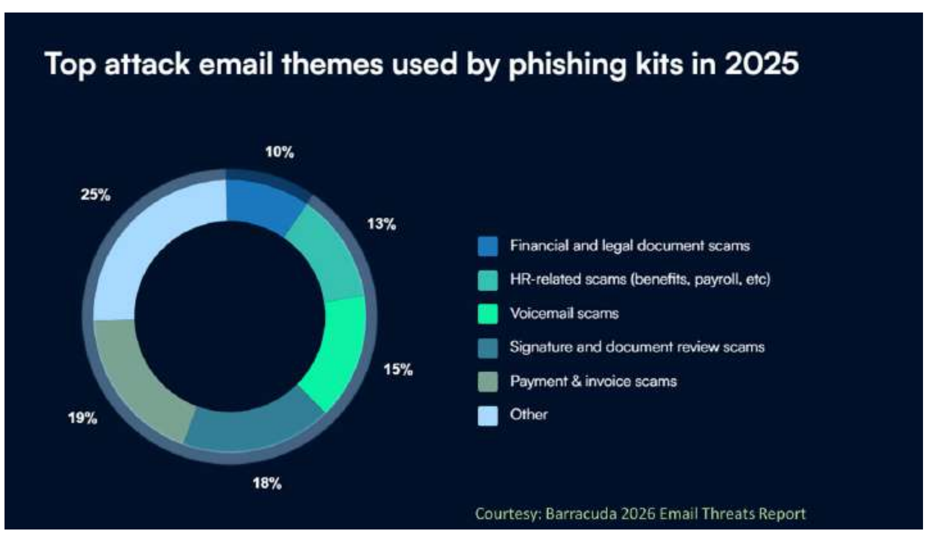
How the Research was Conducted

Based on global telemetry collected in January 2026, Barracuda Research analyzed more than 3.1 billion emails, looking at malicious, spam or otherwise unwanted emails to quantify these trends and assess their impact on organizations worldwide. Findings include:

- 1 in 3 email messages are malicious or unwanted spam
- 48% of malicious email activity is phishing
- 34% of companies experience at least one account takeover incident every month
- More than 10% of HTML attachments are malicious
- 70% of malicious PDFs contain QR codes leading to phishing websites
- 90% of high-volume phishing campaigns used phishing-as-a-service kits

Call for Integrated Cyber Resilience

The report stresses the need for multilayered and integrated email protection frameworks capable of preventing, detecting and responding to increasingly fast-moving cyber threats. Barracuda said organizations that combine rapid threat detection with automated incident response will be better positioned to minimize risk, reduce the impact of account compromise and maintain operational continuity. SME



"ORGANIZATIONS THAT COMBINE RAPID THREAT DETECTION WITH AUTOMATED INCIDENT RESPONSE WILL BE BETTER POSITIONED TO MINIMIZE RISK, REDUCE THE IMPACT OF ACCOUNT COMPROMISE AND MAINTAIN OPERATIONAL CONTINUITY."

HOW TO STRENGTHEN EMAIL SECURITY AND CYBER RESILIENCE

As cybercriminals continue to adapt their tactics, email based threats will keep growing in scale, volume and sophistication. The most effective defense combines robust, multi-layered email security with a strong focus on cyber resilience. Together, protection and resilience empower businesses to minimize risk, swiftly detect threats that slip past defenses, and recover quickly when incidents occur

Implement layered, AI-enhanced email security

Email gateways and spam filters remain a critical first line of defense, but they're not always configured to block today's more evasive attacks. Advanced, intelligent email solutions should play a central role, helping detect targeted phishing attacks and other sophisticated threats that don't rely solely on malicious links or attachments. To maximize effectiveness, IT teams should also regularly review and tune email security settings to ensure optimal performance. Robust, multi-layered threat protection is essential, as cybercriminals continue to refine their tactics to bypass traditional safeguards.

Protect access and accounts

Securing user access and email accounts should be a core part of every cybersecurity strategy. Implementing MFA adds an important layer of protection beyond usernames and passwords, significantly increasing account protection. To further strengthen security, businesses should also consider adopting a zero-trust approach that continuously verifies users and limits access to only what's required. By prioritizing access controls, organizations can reduce the risk of account takeover and prevent attackers from moving laterally within their networks.

Automate incident response

Leverage automation to accelerate your organization's ability to detect, investigate and remediate email threats. Automated incident response tools can swiftly analyze suspicious messages, remove malicious emails and launch predefined workflows — reducing dwell time and limiting the spread of email-based attacks.

Help users recognize and report threats

Equipping users with the knowledge and tools to spot suspicious emails is a critical layer of defense. Regular training helps employees recognize the latest phishing tactics, understand how attacks work and know how to report suspicious messages. Phishing simulations — including across email and voicemail — can reinforce learning, test readiness and help identify areas where additional training is needed.

Secure and back up critical data

Email-based attacks can lead to data loss through ransomware, fraud and unauthorized access. Implement comprehensive backup strategies that include frequent, automated backups of email, files and other business-critical information. Ensure backups are encrypted, stored in secure locations and regularly tested for reliability and rapid recovery.**Reduce risk from misconfigurations and policy gaps**

Even the most advanced email security solutions can be undermined by misconfigurations, outdated policies or unused security controls. As environments grow more complex, unchecked configurations become increasingly common. Misaligned policies, overly permissive rules and forgotten exceptions can create blind spots that attackers actively exploit to bypass defenses.

Organizations should regularly audit email security configurations to ensure protections are enabled, policies are aligned with current threat trends and exceptions are still justified. This includes reviewing authentication settings, attachment and link inspection policies, impersonation protections, and automated response workflows. Continuous monitoring and configuration hygiene help close gaps that attackers rely on and ultimately help reduce false negatives, limit exposure and ensure email security controls perform as intended over time.

(Courtesy: Barracuda 2026 Email Threats Report).

AI-POWERED LEAP IN CYBER THREAT INTELLIGENCE

The launch of Threat Research Agent and ThreatWatch aims to strengthen enterprise cyber resilience through continuous validation, operational evidence and explainable threat intelligence workflows

Securonix, Inc. rolled out its Securonix Threat Research Agent and ThreatWatch for ThreatQ, expanding how security teams research threats, validate exposure, and turn intelligence into documented action. Built on the ThreatQ platform and connected to Securonix security operations workflows, the new capabilities help teams generate role-specific intelligence, validate emerging threats against historical telemetry, and deliver explainable findings for analysts, SOC leaders, and executives.

Answering questions that matter most during threat events

Security teams are under growing pressure to explain what is happening, why it matters, and what actions to take next. Yet manual threat research, retroactive hunting, and disconnected workflows continue to slow response and weaken confidence. With Threat Research Agent and ThreatWatch, Securonix helps organizations answer the questions that matter most during a major threat event: does this matter to us, were we exposed, and what should we do next?

Strengthening Enterprise Security Through Actionable Intelligence

The Securonix Threat Research Agent helps teams turn detections, threat intelligence, and case context into structured, role-specific findings with source attribution and supporting evidence. By combining detections, threat intelligence, and case context, it generates structured, role-specific threat summaries with source attribution and supporting evidence, helping teams move from data overload to decision-ready intelligence in minutes instead of hours. This capability is designed to improve communication across teams, strengthen executive confidence, and reduce manual reporting effort by up to 70 percent.

> "By bringing together AI-powered threat research, continuous validation, and browser-based intelligence workflows, Securonix is extending ThreatQ with capabilities built for how modern security teams work."

ThreatWatch addresses the next operational gap: proving exposure. It continuously monitors emerging threats curated by Securonix Threat Labs, automatically generates and executes SIEM queries, and runs retroactive sweeps across historical telemetry. Human validation is applied before escalation. Findings are surfaced through ThreatQ with direct pivots into the SIEM, giving teams documented, audit-ready answers when leaders need to know whether exposure was real.

Together, Securonix and ThreatQ create a more connected intelligence-to-operations workflow. ThreatQ serves as the intelligence engine and experience layer where teams curate, investigate, and preserve context, while Securonix extends that workflow with AI-driven research, exposure validation, and operational evidence from the customer environment. The result is a more connected workflow that helps teams move faster from indicators to context, from alerts to proof, and from fragmented handoffs to more defensible action.

Securonix SynQ extends that capability into the browser. Securonix SynQ lets analysts extract, validate, enrich, and curate intelligence directly from what they are reading, including blogs, reports, GitHub pages, and PDFs, then sync that work into ThreatQ investigations and workflows while surfacing relevant Securonix evidence and historical sightings. T This reduces copy-and-paste research, preserves context, and helps analysts move faster from reading about a threat to operationalizing a response.

This announcement builds on recent recognition from QKS Group, which named Securonix (ThreatQ) a Leader in the SPARK Matrix: Digital Threat Intelligence Management, 2026. The recognition reflects ThreatQ's role in helping organizations aggregate, enrich, and operationalize intelligence across the security ecosystem."

Bridging the Gap Between Threat Detection and Response

"Threat intelligence only creates value when it leads to action. What we are doing here is helping teams close the gap between knowing something matters and proving whether it matters in their own environment," said Simon Hunt, Chief Product Officer of Securonix. "That means faster research, clearer validation, and better decisions when time and confidence both matter."

SIMON HUNT
CHIEF PRODUCT OFFICER SECURONIX

> "THREAT INTELLIGENCE ONLY CREATES VALUE WHEN IT LEADS TO ACTION. WHAT WE ARE DOING HERE IS HELPING TEAMS CLOSE THE GAP BETWEEN KNOWING SOMETHING MATTERS AND PROVING WHETHER IT MATTERS IN THEIR OWN ENVIRONMENT."

Building Smarter, Faster and More Defensible Security Operations

By bringing together AI-powered threat research, continuous validation, and browser-based intelligence workflows, Securonix is extending ThreatQ with capabilities built for how modern security teams work. Analysts can reduce time spent searching and correlating intelligence. SOC leaders can improve consistency and escalation quality. Executives can gain clearer, risk-aligned reporting with evidence they can explain to auditors, regulators, and the board. SME

BEYOND COMPLIANCE: WHY INDIA'S CYBERSECURITY WAKE-UP CALL DEMANDS PEOPLE, PROCESS — AND ACCOUNTABILITY

In an era where breaches persist despite heavy tech investments, the real gap lies beyond tools—in execution and accountability. Atul Luthra outlines why aligning people, process, and technology is the only way to turn cybersecurity into a true business enabler.

MANASH RANJAN DEBATA
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5Tattva operates at the forefront of cybersecurity, delivering end-to-end solutions that strengthen enterprise resilience in an increasingly volatile threat landscape. With expertise spanning audits, Vulnerability Assessment and Penetration Testing (VAPT), and 24x7 Security Operations Centre (SOC) monitoring, the company focuses on moving organizations beyond compliance-driven approaches toward outcome-based security frameworks. Its philosophy positions cybersecurity not as a support function, but as a strategic pillar critical to sustained business growth.

The driving force behind 5Tattva is Atul Luthra, its maverick Co-Founder and the CEO of Zeroday Ops. Atul brings to the table over 25 years of solid experience in cybersecurity, IT governance, and compliance-led transformation. Known for his structured and pragmatic leadership style, he drives 5Tattva with a clear emphasis on aligning security frameworks with business realities. His approach blends technical depth with governance discipline, enabling organizations to not only meet regulatory expectations but also build scalable, security-first architectures. At Zeroday Ops, he further extends this vision by leading innovation in automated VAPT solutions, reinforcing proactive risk management at scale.

In this special SME Channels interaction, Atul deep-dives into the evolving cybersecurity landscape, addressing critical gaps between technology adoption and real-world security outcomes. He tries to offer a grounded perspective on why breaches continue despite rising investments, the growing influence of AI in cyber warfare, and the urgent need for businesses and channel partners to shift from product-centric models to solution-driven strategies. The conversation highlights a key transition underway in the industry—from compliance-led security to resilience-driven, boardroom-priority cybersecurity.

Cutting through the noise of vendor proliferation and compliance fatigue, the discussion addresses the harder questions: Why do breaches keep rising despite sophisticated tools? How do organisations distinguish genuine security from theatre? What will it take for boardrooms to treat cybersecurity as a growth driver rather than a cost centre? From the role of AI in tilting the attacker-defender dynamic, to India's push for digital sovereignty, to the roadmap for Indian cyber firms eyeing global leadership — Atul offers the unfiltered perspective of a practitioner who has spent decades at the intersection of technology, governance, and enterprise risk. Edited Excerpts…

? India's cybersecurity market today is over-crowded with vendors and point solutions—yet breaches keep rising. Where exactly do you think the industry is failing: technology, implementation, or accountability?

The foundation of robust cybersecurity, as in any successful enterprise, rests on the synergistic interplay of People, Process, and Technology. While technology offers sophisticated solutions, its efficacy is inherently tied to the proficiency of the individuals operating it and the robustness of the processes governing its deployment and maintenance. Therefore, attributing persistent breaches solely to the presence of solutions would be an oversimplification.

Our experience as an auditing organisation reveals numerous instances where organisations invest in technology, presuming it confers complete security. However, technology represents only one facet of the cybersecurity paradigm; its true potential is realised when complemented by skilled personnel and well-defined processes.

Modern cybersecurity tools are remarkably mature. The challenge often lies in their inadequate implementation. Consider the Salesforce breach in 2025, which became public knowledge. This incident stemmed from vulnerabilities in OAuth integrations with Salesforce-Drift, allowing unauthorised access without password compromise. Such a breach could have been averted through stringent validation protocols for third-party OAuth applications—a process fundamentally driven by human oversight and adherence to established procedures.

From an accountability standpoint, this particular breach was not a technical failure but rather a lapse in ownership concerning third-party integrations, leading to critical oversights. Consequently, it is imperative that all three pillars—People, Process, and Technology—are harmonised to fortify organisations against the evolving threat landscape.

? You've built businesses in a space driven by fear and compliance. How do you differentiate real cybersecurity value from what many critics call "security theatre"?

The term "security theatre" is indeed a potent descriptor, and regrettably, it often reflects reality. During audits, we frequently observe scenarios where compliance checklists are meticulously completed, and technological solutions are ostensibly in place. For instance, an organisation might affirm the presence of a 24x7 Security Operations Centre (SOC), complete with tools and dedicated personnel. While this satisfies a checklist item, the critical question remains: are the personnel adequately trained and proficient in operating these tools to ensure optimal performance and effective threat mitigation? This aspect, being subjective, often represents the true differentiator.

While such an approach might successfully navigate an audit by ticking boxes, it does not equate to genuine security. "Security theatre" prioritises superficial compliance—deploying tools and drafting policies—primarily to pass audits. In contrast, real cybersecurity value is measured by

ATUL LUTHRA
CEO, ZERODAY OPS & CO-FOUNDER 5TATTVA

"SECURITY THEATRE PRIORITISES SUPERFICIAL COMPLIANCE – DEPLOYING TOOLS AND DRAFTING POLICIES – PRIMARILY TO PASS AUDITS. REAL CYBERSECURITY VALUE IS MEASURED BY AN ORGANISATION'S DEMONSTRABLE ABILITY TO PREVENT, DETECT, AND RECOVER FROM ACTUAL CYBERATTACKS. THE LITMUS TEST IS A CONFIDENT 'YES' TO THE QUESTION: WILL THIS SYSTEM WITHSTAND A REAL-WORLD BREACH?"

an organisation's demonstrable ability to prevent, detect, and recover from actual cyberattacks effectively. The litmus test for genuine security is the confident affirmation to the question: "Will this system withstand a real-world breach?" Organisations that can answer affirmatively are transcending mere "security theatre."

With AI rapidly reshaping cyberattacks, do you believe defenders still have a technological edge or are we entering into a phase where attackers have a structural advantage?

The dynamic between cyber attackers and defenders often mirrors the classic "cat and mouse game," where the advantage continually shifts. It is undeniable that Artificial Intelligence (AI) has significantly lowered the barrier for attackers, enabling faster reconnaissance, the creation of highly convincing phishing campaigns, and automated AI-driven attacks with unprecedented ease. However, defenders inherently possess a fundamental advantage: they control their own environment, which they have meticulously designed from the ground up, embedding security policies and controls into the very fabric of their systems. When supported by an ideal alignment of People, Process, and Technology, defenders can consistently maintain a secure posture.

The crucial caveat, however, lies in the adaptation of new technologies in response to a rapidly evolving threat landscape. This adaptation is frequently constrained by budgetary approvals, impeding many organisations from responding with the necessary agility. In the contemporary threat environment, defensive strategies cannot afford to be reactive. Just as attackers leverage AI, organisations must proactively integrate AI-driven detection, adopt identity-first security principles, and implement continuous validation mechanisms to regain and sustain their technological edge.

In essence, while the "cat and mouse game" will persist, proactive adaptation and strategic investment in AI-driven defence mechanisms are paramount for defenders to maintain their advantage.

Many enterprises still treat cybersecurity as a cost centre. What will it take—regulation, breach impact, or leadership mindset—for security to finally become a board-level growth priority?

While cybersecurity is often perceived as a cost centre, particularly within Small and Medium Businesses (SMBs), the perspective within larger enterprises is gradually evolving. The transition from viewing security as an expenditure to a strategic investment is complex, given that organisations operate within regulatory frameworks while attackers face no such constraints. Therefore, a confluence of regulation, breach impact, and leadership mindset is essential to elevate cybersecurity to a board-level growth priority.

Currently, India is witnessing a proliferation of regulations from bodies such as SEBI, RBI, and IRDAI, which mandate a baseline level of cybersecurity. However, these often devolve into mere checklist exercises. Organisations must transcend this checklist mentality and comprehend the underlying objective of each control. If security

> "Cybersecurity isn't about ticking boxes—it's about proving your systems can withstand a real-world attack."

measures are viewed solely as compliance checkboxes, they will invariably remain a cost centre.

Cybersecurity typically ascends to a boardroom priority either through visionary leadership or, regrettably, in the aftermath of a breach. The latter, while impactful, is clearly undesirable. A significant challenge for Chief Information Security Officers (CISOs) is demonstrating the Return on Investment (ROI) for cybersecurity initiatives. This can be effectively addressed by articulating risk reduction and the cost of avoidance against potential cyber-attack scenarios. Furthermore, showcasing operational efficiencies gained through reduced incident response times and minimised disruptions can underscore security's value.

Unfortunately, enterprises often re-prioritise security only after experiencing a breach, when the tangible costs of downtime, data loss, and reputational damage become starkly evident. With the accelerating pace of AI advancements and the daily reports of ransomware attacks and breaches, cybersecurity is undeniably becoming a boardroom imperative, albeit at a measured pace.

India is pushing for digital sovereignty and data localization. Do you see this strengthening cybersecurity—or creating fragmented, harder-to-secure ecosystems?

The global trend towards digital sovereignty and data localisation is not unique to India; numerous major economies are pursuing similar objectives. When implemented judiciously, these initiatives can unequivocally strengthen cybersecurity. Data localisation enhances control, improves visibility, and facilitates regulatory enforcement. It also enables faster incident response and bolsters the protection of sensitive data. However, if not managed prudently, it can inadvertently lead to fragmented architectures and duplicated systems, thereby increasing complexity and potentially expanding the attack surface.

Organisations that strategically combine data localisation with standardised security practices and robust governance frameworks can significantly enhance their security posture. Conversely, a lack of integrated management risks creating isolated data silos that are inherently more challenging to secure.

Startups in cybersecurity often struggle to scale globally. What are the biggest barriers Indian cyber firms face in becoming global leaders, and how are you addressing them?

The primary impediment for Indian cybersecurity firms aspiring to global leadership is not a deficit in capability; India possesses exceptional talent and engineering prowess. Rather, the challenges lie in positioning, building trust, demonstrating scalability, and managing the perception of security maturity. Indian firms often struggle to articulate their value proposition effectively in the global market.

We frequently observe Indian cybersecurity firms facing difficulties in securing initial global engagements, as enterprises often favour established international players, despite the strong technical capabilities offered by Indian counterparts. This preference is often driven by the perceived credibility associated with certifications, proven security practices, and extensive real-world case studies.

Furthermore, many Indian organisations remain predominantly service-heavy, which inherently limits global scalability. True global success in cybersecurity stems from offering standardised, secure, and repeatable productised solutions. Challenges also extend to go-to-market strategies and distribution, encompassing the need for local presence, strategic partnerships, and a nuanced understanding of diverse global regulatory and security expectations.

To address these barriers, a multi-pronged approach is essential:

- Focus on secure, outcome-driven solutions, moving beyond mere service provision.
- Build trust through stringent compliance (e.g., ISO Certification, SOC2 Assessment, PCI DSS, HIPAA) and a demonstrably strong security posture.
- Invest strategically in global partnerships and establish a local presence in key markets.
- Standardise offerings to ensure scalability, consistency, and security by design.
- Develop applications with a security-by-design approach, integrating DevSecOps principles across the entire development lifecycle.

In essence, the transformation required for Indian cybersecurity firms to become global leaders involves a shift from being solely technically proficient to being globally trusted, security-first, product-driven, and DevSecOps-enabled.

Channel partners today are expected to move from resellers to trusted advisors. What concrete steps are you taking to enable partners to deliver real security outcomes rather than just products?

The adage, "Do not sell boxes; help solve business problems," resonates more profoundly today than ever before. Businesses are not merely seeking technology or products; they are seeking solutions that address their core challenges, mitigate hurdles, or accelerate growth. If a technology demonstrably achieves these objectives, businesses will readily invest. Similarly, contemporary businesses now seek partners who can resolve their cybersecurity challenges—whether safeguarding operations or overcoming specific security impediments—rather than simply vending technology. This paradigm shift necessitates channel partners evolving into trusted advisors.

With increasing vendor overlap and shrinking margins, how can partners build sustainable cybersecurity businesses? Where do you see the most profitable opportunities over the next 3-5 years?

In an increasingly saturated market characterised by "tool sprawl" and diminishing margins, the path to sustainable cybersecurity business lies in transitioning from product sales to offering solutions that demonstrably reduce customer risk. Organisations today are actively seeking trusted advisors who can provide comprehensive solutioning, encompassing expert services alongside or independent of specific tools. These solutions must alleviate the client's cybersecurity burden, allowing them to concentrate on their core business objectives. Furthermore, governance is poised to play a pivotal role, as regulatory compliance continues to expand, and the advent of AI will introduce further complexities.

Over the next three to five years, the proliferation and governance of AI will escalate exponentially, creating a significant demand for specialised expertise to ensure organisational security. This will drive an increased need for compliance with evolving standards, such as ISO 27701 (AIMS), and industry-specific regulations like PCI DSS and HIPAA, which will reshape the current landscape. Consequently, areas requiring deep expertise will become highly profitable. Finally, Cyber Insurance Readiness will emerge as a critical component, with organisations actively seeking trusted partners to assist them in achieving this crucial aspect of risk management. SME

REDINGTON CLOCKS RECORD FY26 REVENUE AS CLOUD, AI AND CYBER-SECURITY DRIVE STRONG GROWTH

Redington Limited delivered its highest-ever annual revenue in FY26, powered by robust demand across cloud, cybersecurity, enterprise technology and AI-led infrastructure solutions, while sustaining strong momentum across India and global markets.

V. S. HARIHARAN
MANAGING DIRECTOR & GROUP CEO
REDINGTON LIMITED

"OUR PERFORMANCE THIS QUARTER REFLECTS THE RESILIENCE OF OUR BUSINESS MODEL AND THE DISCIPLINE WITH WHICH OUR TEAMS CONTINUE TO EXECUTE. AS TECHNOLOGY SPENDING BECOMES MORE STRATEGIC, WE **ARE SEEING STRONG OPPORTUNITIES ACROSS CLOUD, SOFTWARE, CYBERSECURITY, ENTERPRISE INFRASTRUCTURE, AI, AND DIGITAL SERVICES."**

Redington Limited, a leading technology solutions provider, has announced its financial results for the quarter and year ended March 31, 2026. The Company reported strong revenue growth, supported by continued momentum across its solutions-led businesses, technology portfolios, and core operating markets.

For Q4 FY26, Redington reported global revenue of ₹33,269 crore, representing year-on-year growth of 25%. Net profit for the quarter excluding exceptional items stood at ₹467 crore and net profit margin at 1.4%.

For FY26, Redington delivered revenue of ₹119,347 crore, representing year-on-year growth of 20% and net profit margin stood at 1.3%.

Strong performance across Redington's core business

The quarter reflected strong performance across Redington's core business, particularly in India, where revenue grew 50% and Net Profit grew 41%. Growth was fuelled by increased demand in the PC business, large enterprise deals, premiumisation in mobility, and continued momentum in cloud and cybersecurity. The Middle East and Africa markets also sustained growth momentum, particularly through cloud and cybersecurity-led offerings, despite geopolitical uncertainties during the quarter.

A technology solutions orchestrator

Q4 FY26 marked Redington's continued evolution from a traditional distributor to a technology solutions orchestrator. Growth was driven by increasing demand for cloud, software, cybersecurity, AI-led infrastructure, enterprise technology solutions, and value-added services. Organizations across markets continued to invest in modernization initiatives, digital infrastructure, and secure technology environments, creating strong opportunities across Redington's ecosystem.

Business Segment Performance

The performance for the quarter reflects broad-based momentum across Redington's portfolio, with growth across software, endpoint, mobility, and enterprise technology solutions.

- Software Solutions Group (SSG) grew 31% year-on-year, supported by increased adoption of cloud, cybersecurity, software-led engagements, AI-driven solutions, and subscription-led models.
- End Point Solutions Group (ESG) grew 28% year-on-year, aided by demand for commercial PCs and AI-enabled enterprise PCs.
- Mobility Solutions Group (MSG) grew 19% year-on-year, led by premium smartphone demand and continued expansion of retail-led distribution models.
- Technology Solutions Group (TSG) grew 34% year-on-year, driven by large enterprise deals and demand for infrastructure-led solutions.

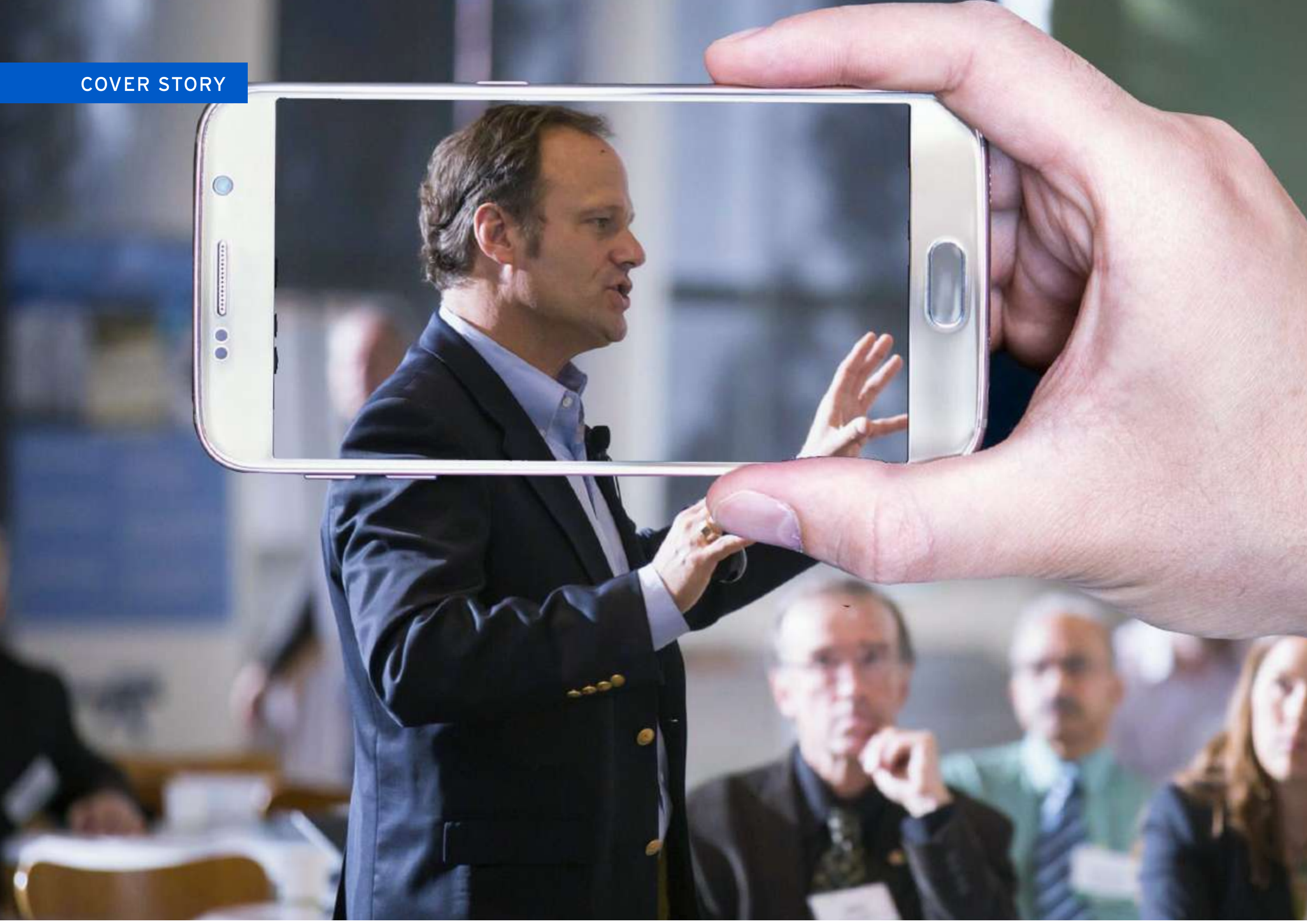
Resilient business model

"Our performance this quarter reflects the resilience of our business model and the discipline with which our teams continue to execute. As technology spending becomes more strategic, we are seeing strong opportunities across cloud, software, cybersecurity, enterprise infrastructure, AI, and digital services. Our core markets continue to deliver, and our services capabilities are increasingly helping customers across the cloud, security, and software lifecycle. Looking ahead, we remain focused on expanding market reach, deepening partner engagement, and building a business positioned for long-term value creation through digital routes-to-market, AI-led capabilities, and ecosystem orchestration," said V. S. Hariharan, Managing Director & Group CEO, Redington Limited.

The Company continues to closely monitor geopolitical developments globally and remains focused on maintaining operational resilience across its markets.

Driven by Robust Channel Network

A Fortune India 500 company, Redington Ltd. is a leading technology solutions provider operating across more than 40 markets with over 450 brand associations and a network of 75,000+ channel partners. The company supports businesses in their digital transformation journeys across IT, telecom, lifestyle, solar, cloud, and enterprise technology solutions. SME



COLLABORATION WARS: INDIA'S DIGITAL WORKPLACE REVOLUTION ENTERS HIGH GEAR

AI-powered collaboration platforms are transforming the future of enterprise communication as hybrid work, cloud adoption and intelligent productivity tools trigger a fierce battle among technology giants for dominance in India's fast-expanding digital workplace market

BY MANASH RANJAN DEBATA
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The collaboration technology sector in India is entering a fierce new growth phase, as enterprises race to build AI-powered digital workplaces amid the explosion of hybrid work, cloud communications and intelligent productivity tools. From Microsoft Teams, Cisco Webex and Zoom to next-generation unified communications platforms, the battle is rapidly shifting beyond video meetings into an integrated ecosystem of AI copilots, cloud telephony, workflow automation and immersive enterprise collaboration.

With India emerging as one of the world's fastest-growing digital workplace markets — driven by GCC expansion, startup digitisation and enterprise AI adoption — global technology giants are now deepening investments, expanding engineering operations and rolling out India-focused solutions in what is becoming a high-stakes contest for the future of workplace communication.

The industry witnessed a significant uptick in demand due to the massive digital adoption triggered by the pandemic and later sustained due to the rising practice of a hybrid workforce. The adoption of these collaboration technologies has been hastened by the rising wave of remote working and distributed workforces across the globe. Companies are increasingly deploying various types of collaborative tools to cater to the demands of a hybrid workforce, while continuing to drive innovation to remain relevant, and to resolve issues more efficiently in order to meet evolving consumer expectations, maintain market share,

and gain competitive advantage.

Post pandemic, there seems to have been a permanent change in workforce structure that requires additional investment in technologies to facilitate, capture and organize open conversations and information sharing.

The pandemic has forced bent the long-term curve of the social software and collaboration market upward. With business communication spend fast reaching a feverish pitch, the world seems to be getting readied for a projected double-digit growth through 2026.

As part of our effort to gain actionable insights into the Collaboration technology market, SME Channels embarks upon making an incisive analysis of the Collaboration Technology landscape.

Riding the Demand Surge

There has been a significant uptick in the demand for Collaboration Technology Solutions triggered by massive digital adoption in recent years. According to Valuates Reports, the global Enterprise Collaboration market size was valued at USD 53.93 billion in 2024 and is projected to reach USD 132.64 billion by 2032, growing at a CAGR of 12.1%. The enterprise collaboration market is projected to witness strong double-digit growth through 2026, with multiple industry estimates forecasting a CAGR of roughly 10%–13%, driven by hybrid work adoption, AI-powered productivity tools, cloud communications and digital workplace transformation. A recent industry report by Grand View Research estimates the global enterprise collaboration market will grow at a CAGR of 12.1% between 2025 and 2030, while other market trackers project growth in the 10%–12.7% range through 2026.

Companies are increasingly deploying various types of collaborative tools to continue driving innovation, to remain relevant, and to resolve issues more efficiently in order to meet evolving consumer expectations, maintain market share, and gain competitive advantage.

What Drives the Growth

Several factors rather than a single one is driving this remarkable growth in the enterprise collaboration software space. Organizations are putting more emphasis on increasing collaboration and communication among several stakeholders across multiple geographies. Thus, the need to unite internal and external collaboration in a single platform is expected to drive the enterprise collaboration software market.

Enterprise collaboration software (ECS) enables teams to work together, communicate, and share information across the organization. By using enterprise collaboration tools, companies can also help to reduce overheads for IT equipment. Businesses can save money on travel and eliminate the need for face-to-face meetings with enterprise collaboration software.

Global Trends Fuelling Growth

Growing demand for real-time and remote collaboration tools is expected to drive the collaboration software market. Organizations benefit from enterprise collaboration technologies because they enable seamless communication amongst employees. This increases staff operational efficiency and productivity, assisting firms in meeting their business objectives. Data synchronization and collaboration solutions are provided by enterprise collaboration platforms, which include capabilities such as monitoring official emails, calendars, and contacts. Moreover, video conferencing allows employees to communicate and exchange ideas in a more engaging manner.

Furthermore, to improve collaboration capabilities, advanced technologies such as AI and ML are being integrated into workplace collaboration systems. Employee activity and shared content can be tracked using AI-based workplace collaboration technologies. This is used to provide employees with anticipated business information and to assist them complete tasks more quickly. By combining visual analytics with production

RAJIV KUMAR
Managing Director and President
Microsoft India. India Development Center

"OUR LATEST INDIA DEVELOPMENT CENTRE (IDC) IN NOIDA MARKS ANOTHER STEP IN EXPANDING OUR COMMITMENT TO AI AND CLOUD INNOVATION, AND TALENT DEVELOPMENT **IN INDIA, WHICH WILL GO A LONG WAY TOWARD MAKING INDIA AN AI-FIRST NATION."**

checkpoints, businesses can receive insights on a variety of business applications, such as consumer behavior, employee retention, office utilization, and performance optimization. Thus the incorporation of AI and ML is expected to further provide lucrative growth opportunities for the enterprise collaboration market.

Global Markets Breakup

Based on type, the cloud segment is expected to be the most lucrative market. Cloud-deployed platforms reduce the costs associated with upgrading and updating solutions, as extra costs are borne by service providers. As a result, enterprises may adapt to the changing business environment by using cloud-based enterprise collaboration solutions.

Based on region, North America is expected to be the most lucrative, due to the increased usage of corporate collaboration software among businesses for better employee engagement and workforce cooperation. Because of the increased implementation of collaboration tools within

SAMEER RAJE
General Manager & Head, India & SAARC, Zoom Video Communications

"AS AI CONTINUES TO RESHAPE HOW TEAMS WORK TOGETHER, INDIAN BUSINESSES HAVE THE OPPORTUNITY TO CONTINUE LEADING THE WAY BY FULLY INTEGRATING AI INTO THEIR **WORKFLOWS, ADDRESSING COLLABORATION CHALLENGES, AND BUILDING A MULTIGENERATIONAL, FUTURE-READY WORKFORCE."**

JOSEPH GEORGE
General Manager of IT at GoTo

"WITH OUR LATEST AI, SECURITY, AND TRANSLATION INNOVATIONS IN LOGMEIN RESCUE, WE ARE REDEFINING HOW ENTERPRISES AND GLOBAL **SYSTEM INTEGRATORS PROVIDE IT AND CUSTOMER SUPPORT."**

CRAIG ROTH
Research Vice President at Gartner

"THE COLLABORATION MARKET IS THE MOST FRAGMENTED AND CONTEXTUALLY FOCUSED IT HAS EVER BEEN, **MAKING THE BARRIER TO ENTRY EXTREMELY LOW."**

large organizations as well as SMEs in the IT and telecommunications sector, the United States has the greatest market share among North American countries.

Based on organization size, the small & medium enterprises segment is expected to be the most lucrative. Small businesses can save money on travel and eliminate the need for face-to-face meetings with enterprise collaboration software.

"Enterprises are increasingly becoming digitally agile to simplify, secure and enhance their customer experiences to drive business growth. Business communications went into full-digital mode, owing to the pandemic. The situation necessitated innovation in communication and collaboration solutions that are scalable, robust, secure, reliable and serve as a proxy for real-life interactions," says noted industry veteran Joyjeet Bose, who is currently the CEO of JB NewGen Enterprises.

In view of the surge in demand, how are major collaboration players been leveraging the opportunity thrown on their way?

Videoconferencing always felt that in-room systems were never easy enough to use. But Collaboration Technology Solution's as-a-service delivery model with a simple and safe interface has changed that narrative. Considering this, market leaders are leveraging the high demands with the help of their professional teams who dedicatedly provided reliable and dynamic solutions to maintain productivity and stay connected as well as competitive during the pandemic and beyond.

"At Cisco, we are committed to using technology to empower a workforce and transform workspaces. During the pandemic, Cisco Webex has been instrumental in keeping people safe and connected while ensuring business continuity across sectors. Globally, Webex since the onset of the crisis and was one of the few platforms with the global scale to empower the digital workforce," says Minhaj Zia, Director, Collaboration Sales, Cisco India and South Asia.

"The India Collaboration Solutions market has been consistently performing well these years. "India consistently continues to record the second-highest usage outside of the US. We foresee a massive opportunity for Webex in this digital-first world, as collaboration without compromise is key, especially as these platforms continue to facilitate critical functions like governance, citizen services, banking, and more. It can enable a shift away from the reliance on in-person interactions and geography-based hiring, opening the global economy and giving everyone a seat at the table—no matter where the table is," adds Zia.

Powering Hybrid Workforce

Collaboration players have been empowering users to maximize their most precious resource – time. "We,at Cisco, are continually re-investing in our platform to align with changing customer needs to power hybrid work, enable a safe return to the office, and make their Webex experience 10x better than in-person interactions," says Zia. "Cisco Webex features span advancements for the hybrid workforce, workplace, events, and IT teams. Our Webex innovations mark a significant step forward in helping our customers unlock the potential of their hybrid workforces – enabling them to collaborate in new ways and drive an inclusive experience."

Collaboration Turns Mission-Critical

Two years into the global pandemic, video conferencing has not only become part of our daily

NICK TIDD
Head of Global Channel GTM at Zoom

"THIS NEW PROGRAM MARKS A PIVOTAL STEP IN ZOOM'S EVOLUTION OF BECOMING A MORE PARTNER-CENTRIC COMPANY, EMPOWERING THE PARTNERS TO SCALE THEIR ZOOM SERVICES **PRACTICE BY UNLOCKING NEW REVENUE STREAMS."**

MINHAJ ZIA
Director, Collaboration Sales, Cisco India and South Asia

"WE FORESEE A MASSIVE OPPORTUNITY FOR WEBEX IN THIS DIGITAL-FIRST WORLD, AS COLLABORATION WITHOUT COMPROMISE IS KEY, ESPECIALLY AS THESE PLATFORMS CONTINUE **TO FACILITATE CRITICAL FUNCTIONS LIKE GOVERNANCE, CITIZEN SERVICES, BANKING, AND MORE."**

GREGG WILLSKY
Principal Analyst, Enterprise Technology & Services at GlobalData

"ZOOM DISPLAYED SHARP DEXTERITY AND DIVERSITY WITH FEATURES THAT TOUCH UPON A RANGE OF ADDITIONAL AREAS INCLUDING **CONTACT CENTER, SALES, AND INDUSTRY VERTICALS."**

routines, but it has also become the way we do business, how we learn, and the way we stay connected. "It has gone from being a useful tool to becoming mission-critical, as it ensures everyone has equal access to the global economy regardless of geography or language," says Zia

The pandemic provided an unprecedented opportunity and real challenge to figure out how to provide IT support to partners across India when they all started working from home. To continue providing that same degree of support to a distributed workforce, Solution providers came across the collaboration and Unified-Communications-as-a-Service (UCaaS) systems like Microsoft Teams, and Cisco Webex by bundling in additional services.

What Drives the Growth

So what major factors are driving the growth the collaboration market? Well, after the pandemic struck, businesses are laying more emphasis on increasing collaboration and communication among several stakeholders across multiple geographies. Thus, the necessity to unite internal and external collaboration in a single platform is expected to drive the enterprise collaboration software market.

Likewise, the adoption of enterprise collaboration software has also got a shot in the arm during and in the post-COVID world. Enterprise collaboration software (ECS) enables teams to work together, communicate, and share information across the organization.

The use of enterprise collaboration tools is helping companies to reduce overheads for IT equipment. This also helps cut costs on travel and nullify the requirements for face-to-face meetings with enterprise collaboration software.

Surge in Enterprise Collaboration Market

Growing demand for real-time and remote collaboration tools is expected to drive the collaboration software market. Organizations benefit from enterprise collaboration technologies because they enable seamless communication amongst employees. This results in increased staff operational efficiency and productivity, helping businessesto meet their business objectives. Data synchronization and collaboration solutions are provided by enterprise collaboration platforms, which include capabilities such as monitoring official emails, calendars, and contacts. Moreover, video conferencing allows employees to communicate and exchange ideas in a more engaging manner.

In addition, in order to improve collaboration capabilities, advanced technologies such as AI and ML are also being integrated into workplace collaboration systems. Employee activity and shared content can be tracked using AI-based workplace collaboration technologies. This helps employees with anticipated business information and to assist them complete tasks more quickly. By combining visual analytics with production checkpoints, businesses too can gain insights into a variety of business applications, such as consumer behavior, employee retention, office utilization, and performance optimization. Hence, the integration of AI and ML is expected to further provide lucrative growth opportunities for the enterprise collaboration market.

Double-Digit Growth Through 2026

Remote Work and Enterprise Application Partnerships are expected to drive double-digit growth through 2026, predicts Gartner. The worldwide social software and collaboration market is forecast to maintain strong growth momentum. The need to support remote work, as well as social software integrations within other enterprise applications, is driving significant growth.

"Many of the existing use cases propelling the social and collaboration market, such as coordinating a distributed workforce and providing a 'virtual water cooler,' got a sudden jolt from the pandemic," said Craig Roth, research vice president at Gartner. "Social and collaboration tools went from a 'nice to have' to a 'must have' within a matter of weeks."

Another key trend driving market growth is the integration of social software as an embedded capability in other applications and platforms. Gartner predicts that nearly 65% of enterprise application software providers will have included some form of social software and collaboration functionality in their software product portfolios.

Providers of packaged business applications, such as ERP and CRM software, have previously offered basic social and collaboration functionality. However, they are now facing heightened expectations about the seamless inclusion of nonroutine tasks, such as conversations and marking up content, within their process-oriented products.

Similarly, partnerships between software providers will acquire more importance, as a close relationship is required for tight integration of disparate application functions.

Tough Competition Defines the Collaboration Space

Collaboration landscape is replete with very high competition among the market players. Market leader Zoom recently announced very riveting and novel features for the Workplace platform powered by both generative AI (GenAI) and agentic AI. The volume, breadth, and quality of features unveiled are impressive. Collectively, the changes further propel a dramatic transformation that has been taking place at Zoom over roughly the past year and a half. Despite the dramatic transformation Zoom has made in relatively short order, the company still faces a challenging environment, according to GlobalData, a leading data and analytics company.

GenAI: the Prime Driver

Gregg Willsky, Principal Analyst, Enterprise Technology & Services at GlobalData, comments: "After its video meetings capability became renowned virtually overnight in the dark, nascent days of the pandemic, Zoom ignited a steady evolution of its platform. After the introduction of Zoom AI Companion, that evolution followed a sharp trajectory upward and morphed into a full-blown renaissance marked by the introduction of GenAI features. Zoom has now entered a new chapter with the announcement of agentic AI capabilities."

Two noteworthy examples of agentic AI features are the Custom AI Companion add-on and Zoom Tasks with AI Companion. The Custom AI Companion add-on is intriguing because it enables organizations to tailor Zoom AI Companion to fit the specific needs of their business or industry. The greatest value of Zoom Tasks with AI Companion lies in its ability to make users more productive by automatically detecting tasks from meeting summaries, chats, and emails and completing them on their behalf.

Product Enhancements across Collaboration Platforms

Willsky continues: "In addition to team collaboration capabilities evident in the Custom AI Companion add-on and Zoom Tasks with AI Companion, Zoom displayed sharp dexterity and diversity with features that touch upon a range of additional areas including contact center, sales, and industry verticals.

"New features allow contact center supervisors to optimize staffing levels and permit agents to indicate preferred start times. Revenue Accelerator enhancements help sales reps identify and manage deals more efficiently. Frontline workers in industries such as retail and manufacturing, along with healthcare clinicians, have access to features that increase their efficiency by saving time." Zoom confronts entrenched, imposing players such as Microsoft, Cisco, and Google while also tangling with wholly capable rivals such as RingCentral and 8x8.

Willsky concludes: "Like Zoom, each is aggressively fortifying their platforms and spreading enhancements across collaboration, contact center, and other areas. What makes Zoom unique, however, is that it has managed to widely distance itself from its original, narrow identity – that of a video platform – and done so in only a handful of years. That bodes well for its future."

What's Trending Now

A closer look at the collaboration market reveals some key mega trends that will go on to define the industry in the days ahead.

First, as businesses come to grips with the realities of a hybrid workforce, the demand for secure collaboration platforms that provide end-to-end data security from device to device, in transit, at rest, and when stored will continue to grow. Second, employee well-being and inclusivity will be a priority. It presents vendorswith a unique opportunity to embed inclusion into their collaboration platforms, marked by well-being and ensuring every voice is heard and valued.

Third, emerging technologies such as artificial intelligence, virtual reality, and augmented reality will make their way into collaboration tools. It will make digital interactions more engaging and the experience more immersive.

Virtual meetings over video conferencing platforms will slowly shift to the usage of AR headsets and immersive 3D photorealistic holograms. For example, Cisco's Webex has been updated with over 1000 new features and a selection of new devices to give users an uninterrupted, immersive, and intelligent experience whether they're at home, at work, or on the go.

"Our AI-powered gestures capture body language and let participants interact more naturally. We have also introduced AI-powered Noise removal and speech enhancement technology," informs Zia.

Driving Benefits to Partners

Collaboration techs should provide the platform to connect with external partners, customers, and vendors through seamless and high-impact communication. Those have been benefitting clients as well as partners alike.

"Our innovations represent our commitment to helping our customers and partners achieve their highest potential as they move from the old remote work world to the new hybrid work world. Through a combination of hardware and software, we create tools that connect people, teams, ideas, and workflows with a single click, gesture, or simply our voice," says Zia

Zia further adds, "Most importantly, we understand that to be successful in the era of hybrid work, organizations need to make sure their solutions are flexible, inclusive, supportive, secure, and easily managed on the backend by IT, and the all-new Webex is all about simplicity."

Unlock Partner Revenue Opportunities

Market leader Zoom unveiled the evolution of the Zoom Up Partner Program with the introduction of the Zoom Up Services Program. This comprehensive program is specifically designed to empower partners to deliver differentiated world-class post-sales services spanning solution deployment, support, customer success, and managed services to serve customer needs across the Zoom platform. The first phase of the services program is now live globally with early adopters, and its scope will be expanded following a phased roll-out throughout FY26.

The services program provides specialized enablement and hands-on training to unlock revenue growth opportunities and drive partner

COMPANIES ARE INCREASINGLY DEPLOYING VARIOUS TYPES OF COLLABORATIVE TOOLS TO CATER TO THE DEMANDS OF A HYBRID WORKFORCE, WHILE CONTINUING TO DRIVE INNOVATION TO REMAIN RELEVANT, AND TO RESOLVE ISSUES MORE EFFICIENTLY IN ORDER TO MEET EVOLVING CONSUMER EXPECTATIONS, MAINTAIN MARKET SHARE, AND GAIN COMPETITIVE ADVANTAGE.

success at scale. It includes three partner service models based on business needs and the level of engagement.

"This new program marks a pivotal step in Zoom's evolution of becoming a more partner-centric company," said Nick Tidd, Head of Global Channel GTM at Zoom. "This program will empower our partners to scale their Zoom Services practice by unlocking new revenue streams, creating differentiation in the market, and allowing partners to deliver exceptional solutions and support to their customers. This underscores Zoom's commitment to partners, and I look forward to our continued joint success."

Differentiating With Technology

Clear, easy to understand, user-friendly End-User Interface is pivotal for the success of any Collaboration Solution. Collaboration Solution vendors are trying to bring product differentiation onto the table to ensure greater traction for channel partners.

"I believe our biggest differentiator is, firstly, flexibility. Webex is adaptable for any workstyle, role, or device, so you can choose when, where, and how you work. Webex's People Insights feature aligns with the goals people set personally for their meetings, work-life integration, connections, and focus time, helping people work smarter and combat burnout. Secondly, it is inclusive – our vision with Webex is to empower digital workers on the planet to participate equally in a global economy, regardless of their geography or language preference or personality type, or tech proficiency level. Eliminating language barriers is key to enabling a truly global, hybrid workforce. Through our real-time translation feature, Webex customers can preview translations from Hindi into 100+ languages. Thirdly, it is secure by design and private by default to defend against threats no matter where you're working. Our Webex portfolio is at the center of our customers' strategies for securely empowering teams and increasing productivity," says Zia.

Fourthly, Webex simplifies communications via robust calling, meeting, and messaging features integrated into the apps we frequently use. It integrates with hundreds of industry-leading apps and tools so you can get more done seamlessly without toggling between applications. Lastly, our capabilities for virtual event execution can support up to 100,000 participants, coupled with the industry's first audience engagement solution that can make meetings more engaging in the form of polling, quizzes, etc."

Overcoming Hurdles

While the collaboration tech industry is witnessing an encouraging growth phase, there are also certain factors that are impacting the growth of the sector. Apart from other factors, cannibalization of revenue has also emerged as a major challenge for the industry.

"Yes, Cannibalization can be a challenge in the modern world, for impacting the growth of the Collaboration tech sector. Market cannibalization can occur when a new product is similar to an existing product, and both share the same customer base. But as long as one provides differentiation to the solutions, there is room for growth. Collaboration Tech sectors focusing on disruptive technologies or nascent markets do better in the form of joint ventures or smart investments, as such forms insulate experimental activities from complex processes or resource cannibalization that can occur when larger firms evaluate risky ventures based on their existing core business," he adds.

AI Adoption in Collaboration: India at the Front

A new report commissioned by Zoom and conducted by Morning Consult reveals that India stands as a leader in leveraging AI for better workplace collaboration with Indian leaders among the heaviest users of AI globally with 80% reporting daily or frequent AI usage. This high AI adoption rate is second only to leaders from the Netherlands (85%). The majority of Indian leaders as well as employees surveyed also see the potential of AI as a vital tool for collaboration, outperforming other regions in recognizing the benefits of AI more favorably.

While AI adoption among leaders and employees is growing, many employees, especially across a multigenerational workforce, may not have the same access to AI tools or may hesitate to use them without proper support. Leaders must ensure that these tools are accessible to their entire workforce—across all age groups—and offer tailored training to help employees, from Gen Z to Baby Boomers, to unlock the full potential of AI in their roles. This approach will help foster a more inclusive workforce capable of leveraging AI for enhanced collaboration and productivity.

"India's rapid embrace of AI reflects the country's forward-thinking approach to workplace innovation. Indian leaders are already embracing and witnessing how AI can improve collaboration, save time, and enable teams to be more productive. As AI continues to reshape how teams work together, Indian businesses have the opportunity to continue leading the way by fully integrating AI into their workflows, addressing collaboration challenges, and building a multigenerational, future-ready workforce," says Sameer Raje, Head of India at Zoom.

Similarly, Collaboration major GoTo recently announced new AI, security, and translation features for LogMeIn Rescue. The new offerings give enterprises next-generation tools to transform how they deliver support, improve average handle time, safeguard sensitive data, and seamlessly bridge language barriers for global employees and customers.

"With our latest AI, security, and translation innovations in LogMeIn Rescue, we are redefining how enterprises and Global System Integrators provide IT and customer support," said Joseph George, General Manager of IT at GoTo. "By integrating advanced AI-driven automation and diagnostics, enhanced security protections, and real-time translation capabilities into LogMeIn Rescue, we are empowering support teams to not only work smarter and faster but also to deliver exceptional service with confidence and precision – no matter where their teams and customers are located. Ultimately, we are evolving Rescue from a tool for experts to one that learns from experts and delivers expertise right out of the box."

In a Nutshell

The collaboration technology market is no longer merely about virtual meetings or workplace messaging — it is rapidly evolving into the nerve centre of the modern digital enterprise. As AI, automation, immersive experiences and cloud-native communications redefine how organizations function, the competition among global technology majors is set to intensify further. In this rapidly shifting landscape, the winners will be those who can seamlessly blend innovation, security, scalability and user experience to empower the next generation of intelligent, hybrid workplaces. SME

SOHO SPECIAL

Small Office Home Office Solution for India Market

Small Office and Home Office has been attracting lot of vendor attraction for quite some time. However, the segment attained critical significance with the advent of the Work from Home (WFH) culture triggered by the global pandemic. As an unprecedented migration of data to the cloud, kick-started by massive digitization across the globe, became the most visible phenomenon, it only further reinforced and provided the much required tailwind to the SOHO segment. Although the WFH culture has weathered a bit, it hasn't lost steam altogether. In fact today, enterprises have gleefully embraced a hybrid work culture. The WFH culture has resulted in a massive uptick in demand for SOHO products. Be it the ubiquitous wireless, optical mouse or the desktop mounted webcams; be it video collaboration software like zoom or Microsoft Teams, connecting individuals with their teams across geographies or cybersecurity solutions that can protect your data privacy even on the face of expansive exposure of attack surface; be it visual output delivering monitors or powerful keyboards yielding raw performance; be it presentation spotlighting projectors or trendy Bluetooth PC Speakers, the SOHO segment is for sure passing through an interesting phase. It's overwhelmingly marked by three trends: TRACTION, TRACTION & TRACTION.

Given this, we, at SME Channels, have endeavored to bring before this SOHO Special Feature, which catalogues only the most impactful SOHO Products across business segments. Due care has been taken to map out only those select products that our editorial team feels can positively impact performance in a Home office environment. SME

BRAND NAME
Huawei

MODEL NAME
Huawei Pura X Max

WHAT'S UNIQUE ABOUT IT

The Huawei Pura X Max stands out as an innovative foldable smartphone designed to deliver a futuristic mobile experience through advanced display technology, AI-powered performance, and premium design. Featuring a unique wide-fold display architecture, the device offers an immersive viewing experience while maintaining a sleek and compact form factor suitable for modern users.

Powered by high-performance hardware and intelligent AI-enabled software capabilities, the smartphone ensures smooth multitasking, responsive performance, and enhanced user efficiency.

KEY HIGHLIGHTS:

- **Innovative wide-fold premium display design**
- **AI-powered performance optimisation**
- **High-refresh-rate immersive screen**
- **Advanced AI-enhanced camera system**
- **Sleek and compact foldable form factor**
- **Intelligent battery optimisation and fast charging**
- **Smooth multitasking and gaming performance**
- **High-speed connectivity and modern software integration**

SOHO FRIENDLY QUOTIENT

The Huawei Pura X Max is well suited for small office and home office users seeking a premium mobile device capable of handling communication, multitasking, content consumption, and productivity tasks efficiently. Its foldable design, AI-powered features, advanced display, and reliable performance make it ideal for professionals requiring portability, flexibility, and modern mobile computing capabilities in hybrid work environments.

BRAND NAME
ASUS
MODEL NAME
ASUS Zenbook Duo
WHAT'S UNIQUE ABOUT IT

The ASUS Zenbook Duo stands out as an innovative dual-screen laptop designed to redefine multitasking, productivity, and creative workflows for modern users. Equipped with two high-resolution OLED touchscreens, the device offers an expanded workspace that enables users to manage multiple applications, creative tools, and productivity tasks simultaneously with greater efficiency and flexibility. Powered by the latest Intel Core Ultra processors with integrated AI capabilities, the Zenbook Duo delivers fast and responsive performance for content creation, business applications, and demanding multitasking environments.

KEY HIGHLIGHTS:

- **Dual OLED touchscreen display setup**
- **Intel Core Ultra processors with AI integration**
- **Multiple productivity and multitasking modes**
- **Detachable keyboard with flexible usage options**
- **Ultra-slim premium and lightweight design**
- **High-resolution OLED visuals with rich colour accuracy**
- **Intelligent thermal and battery optimisation**

SOHO FRIENDLY QUOTIENT

The ASUS Zenbook Duo is highly suitable for small office and home office users seeking advanced multitasking capabilities and enhanced productivity. Its dual-screen functionality, AI-powered performance, and portable design make it ideal for professionals managing virtual meetings, creative applications, business workflows, and multitasking-intensive environments with greater efficiency and convenience.

BRAND NAME
Logitech
MODEL NAME
Logitech G Pro Wireless Gaming Mouse
WHAT'S UNIQUE ABOUT IT

The Logitech G Pro Wireless Gaming Mouse stands out as a next-generation esports-grade optical mouse designed to deliver ultra-fast responsiveness, precision tracking, and advanced gaming performance for competitive users. Engineered in collaboration with professional esports players, the device combines lightweight construction with cutting-edge sensor technology to ensure speed, accuracy, and enhanced control during intense gaming sessions.

Powered by Logitech's advanced HERO optical sensor technology, the mouse delivers highly accurate tracking with exceptional sensitivity and low latency performance.

KEY HIGHLIGHTS:

- **Advanced HERO optical sensor technology**
- **SUPERSTRIKE inductive click system**
- **Ultra-lightweight wireless gaming design**
- **High-speed low-latency connectivity**
- **Precision tracking with adjustable sensitivity**
- **Ergonomic design for extended gaming comfort**
- **Programmable buttons and customizable controls**
- **Long-lasting battery performance**

SOHO FRIENDLY QUOTIENT

The Logitech G Pro Wireless Gaming Mouse is suitable for users seeking precision, comfort, and responsiveness for both professional and personal computing environments. Its accurate optical tracking makes it useful in SOHO setups.

Portronics

BRAND NAME
Portronics
MODEL NAME
Portronics Toad Ergo 4 Vertical Wireless Bluetooth Mouse
WHAT'S UNIQUE ABOUT IT

The Portronics Toad Ergo 4 Vertical Wireless Bluetooth Mouse stands out as an ergonomically designed optical mouse built to improve user comfort, reduce wrist strain, and enhance productivity during extended computer usage. Featuring a unique vertical design, the device promotes a more natural hand position, helping minimise fatigue commonly associated with prolonged use of traditional mice. Designed for professionals, students, and home office users, the mouse offers wireless Bluetooth connectivity for seamless multi-device compatibility and clutter-free workspace management.

KEY HIGHLIGHTS:
- **Ergonomic vertical mouse design**
- **Wireless Bluetooth connectivity support**
- **Precision optical tracking technology**
- **Comfortable grip for reduced wrist strain**
- **Silent click operation for quiet environments**
- **Lightweight and portable build**
- **Multi-device compatibility**

SOHO FRIENDLY QUOTIENT

The Portronics Toad Ergo 4 Vertical Wireless Bluetooth Mouse is highly suitable for small office and home office users seeking improved comfort and efficiency during long working hours. Its ergonomic design, silent functionality, and wireless flexibility make it ideal for professionals handling productivity tasks, remote work, and everyday computing in modern hybrid work environments.

Logitech

BRAND NAME
Logitech
MODEL NAME
Logitech G915 X Lightspeed Low Profile Mechanical Gaming Keyboard
WHAT'S UNIQUE ABOUT IT

The Logitech G915 X Lightspeed Low Profile Mechanical Gaming Keyboard stands out as a premium ultra-thin wireless keyboard designed for high-performance gaming, fast responsiveness, and advanced productivity. Built with low-profile mechanical switches and Logitech's LIGHTSPEED wireless technology, the keyboard delivers ultra-fast input response, precision control, and a seamless user experience for gamers and professional users alike.

Powered by advanced wireless connectivity and premium mechanical engineering, the keyboard ensures smooth and accurate keystrokes with reduced latency and improved typing comfort.

KEY HIGHLIGHTS:
- **LIGHTSPEED ultra-fast wireless technology**
- **Low-profile mechanical gaming switches**
- **Ultra-slim premium aluminium design**
- **Customizable RGB lighting system**
- **High-speed responsive keystroke performance**
- **Programmable controls and macro support**
- **Long-lasting battery efficiency**

SOHO FRIENDLY QUOTIENT

The Logitech G915 X Lightspeed Low Profile Mechanical Gaming Keyboard is highly suitable for small office and home office users seeking premium typing comfort, wireless flexibility, and reliable performance.

FROM THE GROUP EDITOR'S DESK

THE MOMENT OF REINVENTION FOR INDIA'S IT PARTNERS

■ **SANJAY MOHAPATRA**
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India's IT partner ecosystem stands at a defining moment. What was once a channel built on hardware reselling and system integration is rapidly evolving into a value-driven, outcomes-oriented engine powering digital transformation. As enterprises across India accelerate investments in cloud, cybersecurity, AI, and data platforms, IT partners must not just adapt they must reinvent.

The opportunity is immense. India's digital economy continues to expand, driven by initiatives like Digital India, a thriving startup ecosystem, and increasing enterprise digitization across sectors such as banking, manufacturing, healthcare, and media. Yet, this growth comes with heightened expectations. Customers today are no longer looking for vendors; they want strategic advisors who can align technology investments with business outcomes.

For IT partners, this shift demands a move beyond transactional selling. The future belongs to those who can deliver integrated solutions combining cloud migration, data modernization, cybersecurity frameworks, and AI-driven insights into a cohesive offering. Building domain expertise in verticals such as BFSI, retail, or OTT media can further differentiate partners in a competitive market.

Equally critical is the pivot toward services-led models. Managed services, subscription-based offerings, and lifecycle support are becoming central to customer engagement. These models not only create recurring revenue streams but also deepen long-term relationships. Partners who invest in building strong service delivery capabilities supported by automation and analytics will gain a decisive edge.

Cybersecurity deserves special mention. With the rapid digitization of enterprises comes an expanded attack surface. Partners must position themselves as trusted custodians of security, offering proactive threat detection, compliance alignment, and incident response capabilities. This is no longer a niche it is a core requirement across all engagements.

Another transformative force is artificial intelligence. From generative AI to predictive analytics, AI is reshaping business processes. IT partners have a crucial role in translating these technologies into real-world applications. This requires not just technical skills but also the ability to address ethical concerns, data governance, and ROI justification areas where customers seek guidance.

However, transformation is not without challenges. Talent shortages, skill gaps, and pricing pressures remain persistent hurdles. Upskilling teams in cloud-native architectures, AI, and security must be a continuous priority. Strategic partnerships with OEMs, hyperscalers, and technology providers can help bridge capability gaps while enabling co-innovation.

Finally, agility will define success. The pace of change in technology and customer expectations demands that partners remain flexible, experiment with new business models, and embrace innovation. Those who cling to legacy approaches risk irrelevance.

In conclusion, India's IT partner community is uniquely positioned to lead the next phase of digital growth. By embracing a consultative mindset, investing in skills and services, and aligning closely with customer outcomes, partners can transform themselves from solution providers into indispensable growth enablers. The journey ahead is challenging, but for those willing to evolve, the rewards are substantial. SME

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